

A HEALTHY COMMUNITY

STRATEGIES FOR EFFECTIVE GIVING



The Seattle Foundation

ELEMENTS OF A HEALTHY COMMUNITY



Three years ago, The Seattle Foundation established a framework for these seven essential elements of a healthy community.

The Foundation supports each element individually and as part of an interconnected, holistic system. In that system, every thriving part strengthens the whole.



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The well-being of the people of King County is inseparable from the health of our community. To thrive as a region we must all work together toward shared goals. That is why The Seattle Foundation is driving community change, stimulating new ideas and promoting effective strategies for private philanthropy.

Three years ago we developed the Healthy Community framework to express the essential elements of a thriving community and focus on the places where philanthropy can have the greatest impact. We know that there is no single, simple solution to keep a community vibrant—especially one as diverse and complex as ours. A healthy community is achieved through seven elements that work together in an interconnected, symbiotic system: arts and culture, basic needs, education, economy, environment, neighborhoods and communities, and health and wellness. When we strengthen one, we see positive gains in the others. When one suffers, the others decline.

Each of these issues requires concentrated, individual attention. Yet, often it is in the places that the elements intersect where there exists the greatest opportunities for good. For example, by making vocational education more readily available we not only raise the education levels of our residents but we also strengthen the economy with a local, skilled workforce.

Today, as our community faces multiple and multifaceted issues, effective philanthropy takes both heart and intellect. In the face of new challenges there are “sweet spots”—points for building lasting change that address root problems, not just their symptoms. This approach to strategic giving will deliver the greatest possible benefit for our community.

It is up to all of us to work together for King County’s livable and sustainable future. We must consciously preserve the aspects of our region that we value, recognize the problems and confront them with lasting solutions.


Chief Seattle once said, “Humankind has not woven the web of life. We are but one thread within it. Whatever we do to the web, we do to ourselves. All things are bound together. All things connect.” It is in this spirit of mutuality that we offer this report.

SINCERELY,
THE BOARD AND STAFF OF THE SEATTLE FOUNDATION



A HEALTHY FUTURE FOR KING COUNTY

The Seattle Foundation is driving community change by stimulating new ideas and promoting effective strategies for private philanthropy.



Ours is a region known for its landscape, innovation and character. A vibrant, community tucked into the far corner of the country. A place where philanthropy thrives. Home.

We relish living in this remarkable place and we hope future generations will know and enjoy it as we do today.

To keep King County desirable and strong, it is up to all of us to work together for its livable and sustainable future. We must recognize our region's strengths and confront its problems with lasting solutions. In this effort, philanthropy plays a vital role.

This report presents The Seattle Foundation's comprehensive recommendations for improving the well-being of our community through strategic giving. Drawing on a vast combination of sources and voices, it identifies specific areas where our collective focus can make the biggest difference.



LEVELING THE PLAYING FIELD

A healthy community recognizes, appreciates and utilizes differences. It gives everyone an equal chance to participate. It spreads opportunity and prosperity across the spectrum of region, class, gender, sexual orientation, faith, disability and race.

Disparities affect the community as a whole—not just disadvantaged populations. As a region we are stronger, more resilient and better able to engage with our increasingly diverse world when everyone participates and contributes.

And yet, we have a distance to go before we reach a level playing field. King County's 2008 *Communities Count* report found that—although there are gains—disparities persist. For example, white households continue to earn higher median incomes than other races. The report also shows that poverty rates are disproportionately high in Seattle and South King County.

Not surprisingly, a December 2008 survey of King County residents conducted by Elway Research, Inc. and Pyramid Communications, found that people of color are more likely to have experienced difficulty affording basic necessities.

The disparities don't end there. *Communities Count* shows significant disparities in health, healthcare coverage,

Looking at our county's disparities is useful for understanding the trends, root causes and answers to issues of inequality.

educational attainment and the availability of affordable housing. According to the Elway survey, only 25 percent of people of color say people in their communities are very healthy—compared to 46 percent of Caucasians. People of color are also nearly twice as likely as whites (29 percent and 16

percent respectively) to say that cost was a major obstacle in seeking medical treatment. Similarly, 33 percent of residents living in South King County say the people in their communities are very healthy, compared to 48 percent in North and East King County.

Looking at our county's disparities is useful for understanding the trends, root causes and answers to issues of inequality. The Seattle Foundation takes a comprehensive approach to this work. We support short-term outcomes, like providing winter coats to families in need. At the same time, we identify and support long-term strategies to change the conditions that cause disparities based on sound research, proven methodologies and evaluation. In devising solutions, the Foundation both investigates model programs nationally and engages the local community.

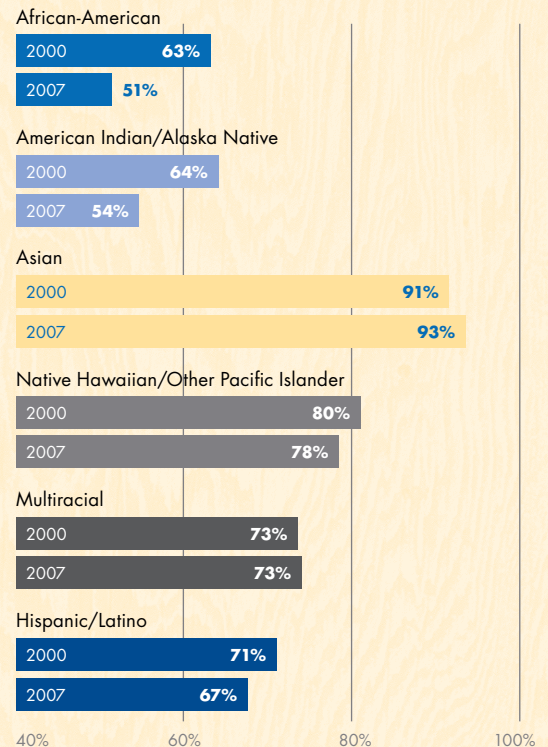
While all elements of a healthy community are important, the Foundation is currently focused on two critical areas where disparities are striking: education and economy. These two elements directly affect an individual's ability to succeed. Improving them improves the overall well-being of our entire region.

Our initiatives seek to empower everyone to participate in the 21st Century economy. To get there, we are improving the education of students in our public schools and helping low-skilled workers access training and education so they can move to better paying jobs. We are also supporting programs that help small business owners in underserved communities succeed. These efforts not only benefit the individuals, but it bolsters the economy as well.

At the very core of healthy communities are people. When people are healthy, strong and self-sufficient, they support their families and their neighbors. They give back to the world around them and make our community a better place to live. All deserve this chance to reach their full potential. This lies at the heart of our mission to provide everyone with the chance to thrive.

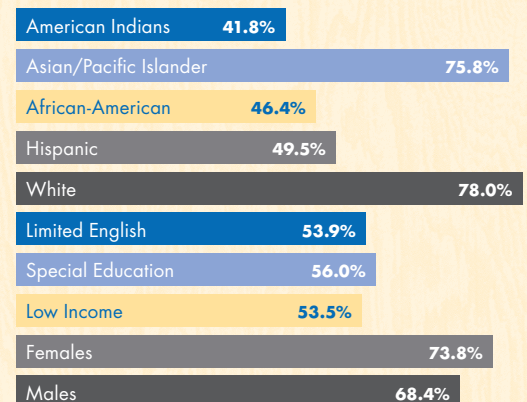
MEDIAN INCOME AS A PERCENT OF WHITE MEDIAN HOUSEHOLD INCOME KING COUNTY 2000 AND 2007

The income gap between people of color and whites continues to widen. In 2007 in King County, African-American households had a median income of just over half (51 percent) of that earned by white households (\$36,493 as compared to \$71,408 for whites). White median income has risen during the time period, while African-American income has remained flat.



KING COUNTY, COMMUNITIES COUNT, 2008

GRADUATION STATISTICS BY STUDENT GROUP KING COUNTY, CLASS OF 2006



Total King County graduation rate is 71%
OSPI DATA ON GRADUATION RATE DISPARITIES, 2006 DATA



REGIONAL TRENDS

Our region is widely known for the appeal of its character. That character—creativity, entrepreneurship, green practices—also fuels growth and innovation throughout King County.

Like the region itself, the issues facing our community continue to evolve. Since The Seattle Foundation's last report in 2006, change has stoked three primary regional trends.

GROWTH AND DIVERSITY

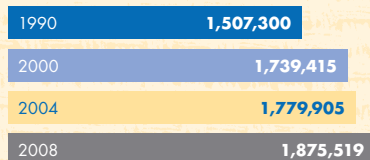
The substantial and ongoing growth of our region brings with it a series of considerable challenges. While prosperity and industry continue to attract more people to King County, a surge in population is contributing to a growing affordability gap in housing. More expensive housing is replacing affordable housing, pushing lower-income people out of their communities and further from their jobs, into neighborhoods where housing costs remain more affordable.

Displacement into new neighborhoods creates an increased need for community building efforts to help people lay down new roots and connect to their new communities. This fundamental shift also diminishes the diversity of some neighborhoods.

As people live further from where they work, they rely on their cars, roads and transit even more, contributing to congestion, sprawl and the region's overall impact on climate change.

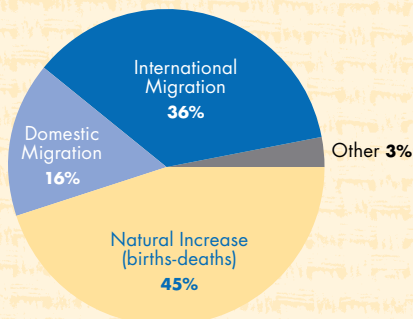
Public and private interests are working together to mitigate these effects, yet they remain a constant strain on the balance and health of our community.

TOTAL POPULATION OF KING COUNTY



POPULATION DIVISION, U.S. CENSUS BUREAU

SOURCES OF POPULATION GROWTH IN KING COUNTY



All figures have been rounded to the nearest percent.

POPULATION DIVISION, U.S. CENSUS BUREAU

NEW ECONOMIC REALITIES

While some of our region's corporations remain strong, corporations such as JPMorgan Chase/Washington Mutual and Safeco recently reduced their operations in King County, leaving in their wake a significant impact on jobs and civic life.

Even before the economic downturn and its subsequent effects, residents of King County were facing increased income disparity. Today many people are forced to live with less and are struggling to cover even their most essential needs. Meanwhile, funding for public sector safety net programs is shrinking dramatically and health insurance is becoming a luxury for many individuals and families.

Our aging population is bringing change to our workforce and economy, along with new opportunities for volunteerism and philanthropy. As the baby boom generation enters retirement, our community will need new workers and those new working will need education and training—particularly populations that face significant barriers. But with the cost of education rising sharply, we must decide as a region how to ready tomorrow's workforce without saddling future generations with unaffordable student loan debt.

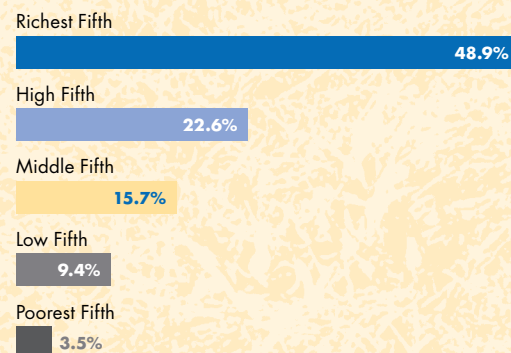
NEW PROMISE

New innovations continues to bring jobs to the region. Led by a new wave of entrepreneurs and groundbreaking philanthropists, the people of King County continue to uncover advances in fields such as biotech, clean energy and global health. Together we are developing social networking mechanisms that stimulate civic participation and research that leads to improved early learning. We are proving once again the power of our region's pioneering spirit.

Meanwhile, philanthropy itself keeps King County in the national spotlight. As home to some of the world's most well-known philanthropists and foundations, our region celebrates a culture of giving. Here, prosperity and charity go hand in hand and community solutions are born of the same dedication and ingenuity that fuel our region's most successful industries.

INCOME DISTRIBUTION AMONG HOUSEHOLDS KING COUNTY 2007

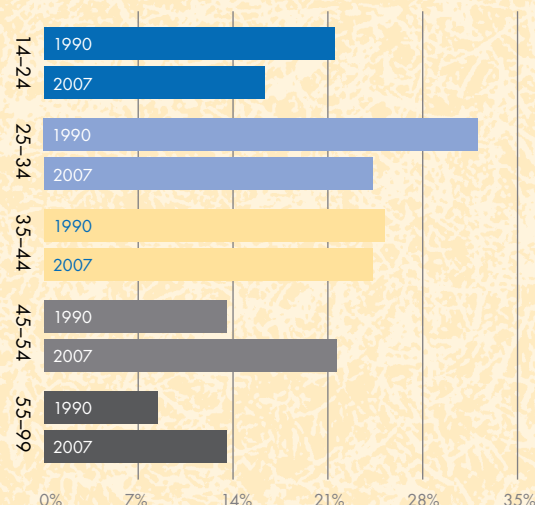
In King County, between 1979 and 2007, income has shifted from the four lower income groups to the highest income group. In 2007, the richest 20 percent of households received almost 50 percent of all income earned by households in the county, compared to only 3.5 percent for the poorest fifth.



KING COUNTY, COMMUNITIES COUNT, 2008

AGE DISTRIBUTION OF WORKERS OVER TIME KING COUNTY 1990 AND 2005

As shown below, between 1990 and 2005 the population shifted substantially, with the younger groups shrinking and the older ones growing. Starting in 2010, this shift will become more pronounced. In fact, projections indicate that by 2025, 25% of our total population will be over 60 years of age.



U.S. CENSUS BUREAU, LOCAL EMPLOYMENT DYNAMICS



HOW YOU CAN GIVE STRATEGICALLY

SIGNS OF EFFECTIVE ORGANIZATIONS

As you consider which organizations to support, keep in mind the traits that effective organizations have in common.

- ☐ **PROVEN SUCCESS** Does this organization deliver real outcomes? Does it leverage research and measure success?
- ☐ **STRONG LEADERSHIP** Can the organization's staff articulate a clear vision and plans for how they will achieve their mission? Do they have a strong track record for achieving their goals? And is the board providing guidance and oversight?
- ☐ **USE OF BEST PRACTICES** Does this organization use methodology that makes sense and takes into account best practices in the field?
- ☐ **PERSPECTIVE** Does this organization place achieving its mission above preserving itself as an institution?
- ☐ **ACCESSIBILITY** and cultural competency Does this organization meet people where they are in their languages, customs and physical locations?
- ☐ **SUSTAINABILITY** Has the organization demonstrated its ability to attract the resources necessary to maintain its work?
- ☐ **SCALABILITY** Can the success of this organization be replicated to work on a larger scale?
- ☐ **COLLABORATION** When appropriate, is this organization bringing together the strengths of multiple organizations to advance their mutual goals, share their combined knowledge and reduce duplication of efforts?

In today's world where communities face multiple interconnected issues, effective philanthropy takes more than heart.

To maximize every dollar you give, consider not only tried-and-true nonprofit organizations you know, but also new organizations that are pursuing creative and forward-thinking solutions to today's problems. Here are some guidelines.

DETERMINE THE LEVEL AT WHICH YOU WANT TO MAKE AN IMPACT. As a donor, you may want to focus your support on individuals, particular groups or advocacy efforts that shape public policy. You may also want to work at multiple levels simultaneously.

LEARN TOGETHER. Many donors find satisfaction in working with other donors, pooling their resources to make larger grants.

ASK QUESTIONS. Community challenges rarely have simple solutions. Their complex factors require thoughtful persistence, consideration of root causes and effective approaches.

FIND A SOLUTION AND FUND IT. Commit your support to strategies that have been proven to work by research and demonstrated success. You can support an effective organization or look for others that are practicing the same approach.

LOOK FOR LEVERAGE. Combine your dollars with other private and public funds for the greatest impact. Private donations can attract larger public sector investments and are more flexible because they are subject to fewer constraints than public dollars.

CONSIDER INFRASTRUCTURE NEEDS. While it's important to keep an eye on administration expenses, infrastructure investments—such as technology and staff training—help organizations achieve results.

SUPPORT PEOPLE HELPING PEOPLE. When people join together for the common good, there is no limit to what they can accomplish. Successful programs harness the power of networks and relationships.

STICK WITH IT. Keep your ultimate goal in mind and remember that change often happens slowly in a series of small steps.

THE SEATTLE FOUNDATION: YOUR PARTNER IN GIVING

For more than 60 years, The Seattle Foundation has advised our region's most respected philanthropists. Drawing on our experience and knowledge you can learn about issues you care about and make sure every dollar you give hits the mark. Donors can give side by side with us by supporting our work and multiplying the impact of their contributions.

THE SEATTLE FOUNDATION GRANTMAKING PROGRAM

A contribution to the Foundation's grantmaking program provides broad support to local organizations across King County and all seven healthy community elements. For a more specific focus, you may designate your contribution for one or more of the Healthy Community elements. Grants are directed to organizations that are implementing best practices and are selected through a competitive proposal process.

FOUNDATION INITIATIVES Our community initiatives address some of the most complex issues facing our region today and deliver both immediate and long-term results. We leverage the dollars we invest by leading joint efforts among foundations, businesses, nonprofits, private donors and public officials.

- **Seattle-King County Washington Workforce Education Coalition** is an effort founded by The Seattle Foundation to help low-income working adults access and complete the skills training they need to acquire living wage jobs.
- **Building Resilience Fund** supports effective and highly leveraged programs that are helping people who have been hardest hit by the economic crisis get back on the road to financial independence. Led by The Seattle Foundation, this fund is a collaboration of Puget Sound foundations and corporations.
- **Business Partnership for Early Learning** is a coalition of businesses led by The Seattle Foundation that invests in innovative, research-based early learning programs to close the school preparedness gap.

The Seattle Foundation also offers a whole host of individualized giving options to match your needs, including donor advised funds and planned gifts. To learn more about working with the Foundation, call us at (206) 622-2294 or visit us online at www.seattlefoundation.org.



PAULA ROSPUT REYNOLDS DONOR STORY

Paula Rospot Reynolds had planned to consult with advisors at The Seattle Foundation about how to direct her giving—and then she moved to New York.

Taking on a position as the Vice Chairman and Chief Restructuring Officer for the American International Group (AIG) in October 2008, Reynolds found herself in the midst of the Wall Street economic crisis. Seeing the impact of the recession up close, Reynolds decided to make an unrestricted gift to the Foundation's Grantmaking Program.

"I saw that this recession is going to be deeper," Reynolds said. "I knew the needs and the priorities would change. What became clear to me was that I should put my resources in the hands of professionals to use just as they need them at the moment."

Reynolds, the former president and CEO of Safeco, entrusted Foundation staff to put her gift to its best use. "They're so professional on both sides of the equation, identifying the community needs and highlighting them," she said.

"And they've been very, very careful on the investment side. In the backdrop of all that's gone on, that's really to their credit."



BASIC

A photograph of a family cooking together. A young boy in a plaid shirt and blue apron is using a wooden stick to stir something in a pan. A woman in a red shirt is on the left, and another woman in a patterned shirt and red apron is on the right. In the foreground, there are tortillas, a bowl of white cheese, and some tomatoes.

NEEDS

Despite King County's prosperity, many of our region's residents are still struggling against poverty. As the cost of basic necessities rises faster than wages, these individuals and their families are left unable to make ends meet.

To ensure that no one falls between the cracks, our region needs to prevent homelessness, increase affordable housing and make sure that every resident has access to nutritious food.



LIFE CAN BE A STRUGGLE FOR FOOD, HOUSING AND RESILIENCY

Josie and Shawn Hudson don't know how they'll get by. Together they earn just over the living wage threshold of \$3,600 a month for a family of four, or twice the federal poverty level. After spending \$1,000 of that on the tiny apartment they share with their two small children and another \$1,000 on childcare, they're unable to cover other necessities.

Josie goes to the local food bank weekly, but there is less food available than there used to be. Shawn has started walking the two miles to work to save the cost of a bus pass. They are worried about their six-month-old daughter, hoping her cough doesn't worsen. Without health insurance, they can't afford to take her to the doctor.

Situations like this are very real for an increasing number of people who struggle to buy food, pay rent and access affordable healthcare and childcare. It's clear that surviving on a low income, particularly in King County, is a monumental challenge. Many people are spending a bigger chunk of their income on housing, while others face homelessness and need a place to stay. According to a 2007 Seattle Jobs

Initiative report, about 40 percent of Washington families making under \$20,650 a year are working the equivalent of at least one full-time job.

Life for the working poor may be a tenuous balance. While many people are able to rebound financially from a job loss, illness or other unexpected event, such setbacks can be catastrophic for others with low incomes, often making it impossible for them to meet basic needs.

A healthy community provides a network of services that meet the basic needs of every individual and family in King County—not filling just emergency needs, but long-term needs as well. We need to catch people before they fall through the cracks and provide them

6.8%

of adults in King County say they often or sometimes run out of food money.

COMMUNITIES
COUNT, 2008



with tools to strengthen their economic resilience. Failing to meet those needs not only jeopardizes quality of life, but also creates more costly, complex problems over time.

The consequences of not providing for basic needs accumulate quickly: Hungry children are absent from school more often than other children, impacting their educational progress. Uninsured individuals and families put off needed healthcare and let prescriptions go unfilled, often resulting in costly emergency room visits. A loss of affordable housing pushes people out of their communities, forcing them to live further from their jobs and undermining their stability.

The incomes of poor families in Washington fell by 4.2 percent between the late 1990s and mid-2000s, while the incomes of the richest families rose 11.8 percent after adjusting for inflation.

WASHINGTON STATE
BUDGET & POLICY CENTER

bridge funding gaps and support promising approaches to reach people on the edge of survival and give them the tools to help them lift themselves out of poverty. ■

PREVENT HOMELESSNESS



The cost of homelessness to our region is significant.

People become homeless for reasons ranging from substance abuse to poverty, domestic violence to mental illness. But once people become homeless, they face the same hurdle: It is very hard to regain housing—which is why, as a community, we need to get people back into housing as quickly as possible and provide the support services they need to stay in housing.

A study of the 40 highest users of Harborview Medical Center and the Sobering Center, almost all of them homeless, found that each costs the emergency response system about \$50,000 annually. Homelessness also takes its toll on children and families. Homeless children are at higher risk of mental and physical injury, foster care placement, and poor academic performance. Homeless parents struggle to find and keep jobs, pursue education and provide adequately for their families.

Many communities across the country have committed to address homelessness in their areas. In our community, the Committee to End Homelessness has outlined a 10-year plan to create sustainable, long-term solutions to homelessness through new permanent housing and supportive services for people who need them to maintain their housing. The Washington Families Fund, administered by Building Changes, is a public-private partnership that provides homeless families with affordable housing and supportive services, including job training, parenting classes and financial planning—giving families the opportunities they need to stabilize their lives.

HOMELESSNESS (CONT.)

While it's necessary to help people who are currently homeless, it is also important for people who are struggling to stay housed—preventing the toll homelessness takes on individual lives. Donors can help by funding programs that maintain housing stability, reduce the high costs to society and prevent the immeasurable toll homelessness takes on individual lives.

Some nonprofits step in to provide emergency rent relief or other support when someone reaches the point where his lights or other utilities are about to be shut off—providing services that help with illness, addiction, abuse and more. Other organizations, such as Tenants Union of Washington State, offer legal services, information on tenants' rights and responsibilities, and financial literacy education.

For people who have become homeless, supportive services such as counseling, childcare and job training are critical to regaining stability. Young people are often overlooked in this equation,

so there is a tremendous need for youth-specific services. By funding transitional housing projects that offer supportive services, donors can help put people back on a path to independence and reduce long-term costs.

Seattle's first housing project for homeless adults living with chronic alcohol addiction—1811 Eastlake (operated by Downtown Emergency Service Center)—saved taxpayers an estimated \$4 million during its first year of operation through reduced jail time, emergency healthcare and crisis treatment services. To achieve those results, the organization provided on-site healthcare services, case management and other supportive services. Plymouth Housing Group in Seattle, at each of its housing sites, provides tenants with mentoring, life skills coaching, counseling and other services.

A safe haven is among the most fundamental of human needs. When we surround a community's most vulnerable residents with support, the whole community benefits. ■

HOMELESS INCLUDE THE WORKING POOR

The 2008 One Night Count, an annual survey of homelessness in King County, identified 8,400 people without permanent shelter, a 15 percent increase over 2007, and a third of them were children 17 and younger. The count also found that six percent of shelter residents and 20 percent of transitional housing residents reported employment as their main source of income.



INCREASE AFFORDABLE HOUSING



As the region prospers and grows, affordable housing is disappearing from King County and people are spending a greater percentage of their income on housing, limiting their ability to cover other essential needs.

Shrinking affordable housing options are causing many of our county's residents with lower incomes—including teachers, police officers, childcare workers and many others—to move further and further from their work.

To keep people in their communities, our neighborhoods need a range of affordable housing options that can accommodate people from all walks of life. Philanthropy can play a role in increasing and maintaining that supply in a variety of ways.

Nonprofit housing organizations are putting philanthropic dollars to great use in developing affordable housing projects. These organizations utilize public subsidies and private contributions to develop additional housing options that are affordable. Because financing for affordable housing development can be difficult to secure, there are nonprofit intermediary organizations that provide other nonprofits with the financing they need to develop their projects. For example, Impact Capital, a community development financial institution, attracts capital to provide pre-development financing and below-market loans to nonprofit organizations developing housing projects in low-income communities across the state.

In order to create affordable housing in existing neighborhoods, nonprofit organizations need to be able to move quickly to purchase parcels of land when they become available. To deal with this problem, several cities nationwide have established flexible pools of money that nonprofits can access quickly when the opportunity to purchase property arises. Funded by private donors and foundations, these funds help nonprofit organizations compete in the real estate market and secure land to develop affordable housing.

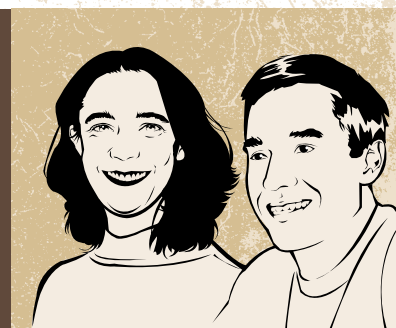
WILL KEMPER & TONYA HENNEN DONOR STORY

Many people choose their careers based in part on how much money they can make. But for Will Kemper, the priority was how much he could give away.

In 2000, Kemper became a real estate agent and established the CoHo Team of Windermere Agents, which donates one-third of commissions to support community development and affordable housing initiatives.

"I was looking for a way to blend success in business with philanthropy," Kemper said. "Real estate seemed like a good business to do that."

The Seattle Foundation manages the team's donations, providing guidance as needed. "That completely simplifies it



so we can focus on giving," Kemper said.

Though it has only three members so far—Kemper and college buddies Tonya Hennen and Ryan Neff, who passed away in September 2008—the team has donated close to \$500,000 to agencies around King County.

Hennen said the CoHo model was a "huge motivator" that steered her toward real estate. "I like the idea that when I'm doing my day to day work, I'm going to end up providing some funds to a nonprofit," she said.

For example, the Oregon Housing Acquisition Fund is a revolving loan fund created to finance the purchase of at-risk properties on an interim basis until a nonprofit developer can assemble permanent financing. The fund makes resources available at below-market interest rates and well above traditional loan-to-value limits, which allows nonprofits to compete with for-profit developers. Funds like these could be particularly useful in expensive areas such as King County, where rising property costs further erode the availability of affordable housing over time.

Community land trusts present an innovative way to maintain affordable land and homes in the long term: A land trust organization, such as Homestead Community Land Trust, acquires and permanently holds land for the community's benefit, providing affordable access to low- and moderate-income people seeking to purchase homes. Organizations

AFFORDABLE HOUSING (CONT.)

that use this approach typically utilize gifts of land or grants as well as mission-related investments and long-term master leases.

Donors can also support nonprofit partnerships with private landlords by funding intermediary organizations that work to build relationships with landlords in order to increase the number of apartments available for low- and moderate-income people to rent.

The majority of financial support for affordable housing comes from public sources, such as the state's Housing Trust Fund or the Seattle Housing Levy. Yet policy barriers are often at the root of affordable housing issues. Donors can help to reduce those fundamental barriers by contributing to organizations that promote awareness and education among public officials, ultimately influencing policy and increasing public funding for affordable housing.

A healthy community requires a range of affordable housing options that accommodate all residents. With philanthropic support, nonprofits can connect low- and moderate-income people and families with housing they can afford, improving quality of life at both the personal and community levels. ■

HOUSING COSTS OVERWHELM

An increasing number of King County households are spending beyond their means for housing.

One-half of renters and one-third of owner households spend more than 30 percent of their gross income—considered the threshold for affordable housing—on housing costs. Between 2000 and 2007, median household income increased on average just 3.7 percent per year, while home prices increased an average of 7.1 percent per year, according to *Communities Count*.

Fallout from the nation's recent economic woes is exacerbated by housing costs that are among the highest in the nation. Many King County residents who were already struggling with housing costs have been additionally burdened with job losses and a soaring cost of living.

"A lot of it is purely income problems," said Carla Okigwe, former executive director of the Housing Development Consortium. "Incomes are out of sync with what the market is commanding in housing prices."

Skyrocketing food costs and the nation's economic crisis are making it harder for people to obtain the nutritious food they need to survive and lead healthy lives.



INCREASE ACCESS TO NU

According to King County's public health department, in 2007 more than 1 in 10 adults in King County ran out of food and couldn't afford to buy more. Almost 30 percent of students qualify for free or reduced-price lunch, and statewide nearly 300,000 children live in households that struggle to put three nutritious meals on the table each day.

Those individuals and families could be better helped through a stronger, more coordinated system of emergency food providers. Philanthropy can support this outcome by funding activities aimed at increasing overall system efficiency and sustainability.

Donors can also support work that results in better access and more nutritious and culturally appropriate food. By working together, food programs can reduce costs by buying in bulk and sharing storage space; they can also distribute more food with more variety. Donations can also make it possible for local farmers markets to get involved.

In our community, individual food banks are increasingly struggling to serve those who are hungry as food supplies shrink.



INNOVATIVE APPROACHES

The **WHITE CENTER FOOD BANK** offers ethnic foods for various cultures, a designated seniors day, cooking and nutrition classes, and a “baby pantry” with infant formula, diapers, baby food and clothing.

The **CHILDREN’S ALLIANCE** is spearheading End Childhood Hunger Washington, an initiative involving partner organizations statewide.

TRITIOUS FOOD

Local food banks report that demand for emergency food has been increasing with the economic decline. Donations are essential to purchase food and meet demand both immediately and over the long term. Those dollars enable food banks to buy fresh, nutritious food, including essential fruits and vegetables.

Vulnerable populations, such as children, the elderly and disabled people, often have disproportionately less access to nutritious food. Children need nutritious food to learn and grow year-round, not just when school is in session. Elderly and disabled people struggle to leave the house for food. Senior Services’ Meals on Wheels program offers home delivery, making it easy for homebound persons 60 or older to eat well and remain independent. Other nonprofits support or supplement culturally appropriate breakfast and lunch programs for school children—particularly during the summer and other times when school is not in session.

In some low-income neighborhoods people are far more likely to find convenience stores and fast food than a grocery store that carries

healthy food. In partnership with the University of Washington, a group of local nonprofits is researching ways to increase healthier options at neighborhood corner stores.

Farmers markets can also serve as access points where low-income people can go to purchase fresh, affordable and nutritious food. Donors can fund programs that educate people about using food stamps at farmers markets. In one case, a donor matched food stamps dollar for dollar—up to \$20, once a week—at the Columbia City and Lake Forest Park farmers markets for an entire season. This match was promoted widely and effectively boosted people’s spending power at the markets.

By improving coordination and distribution of healthy food, together we can make a difference in individual lives and in the collective health of our region. ■

At **MARRA FARM**, organic produce is grown to feed low-income families, provide food to South Park Elementary after-school food nutrition programs, distribute to a senior citizen lunch program and sell at the University District Farmers Market through an employment program for at-risk youth.

ROTARY FIRST HARVEST works with farmers, truckers, food processors and sellers to gather surplus fruits and vegetables that would traditionally be sent to a landfill or left to rot in fields. Instead, they are transported to local food banks.

The King County **FOOD AND FITNESS INITIATIVE**, a national initiative of the W.K. Kellogg Foundation, brings together more than 40 Seattle and King County organizational partners to provide equitable access to affordable, healthy, locally grown food and safe and inviting places for physical activity and play.



HOW YOU CAN HELP

If you are passionate about increasing affordable housing and access to nutritious food, and helping prevent homelessness, then consider making a contribution to The Seattle Foundation's Healthy Community Fund for Basic Needs. This fund supports the most effective King County organizations working toward these goals and strategies, plus other promising initiatives identified by the Foundation's knowledgeable staff. And because your gift will be combined with those of other donors and the Foundation's assets, you know it will achieve the greatest possible impact.

For more information about how you can give effectively, contact us at (206) 622-2294 or www.seattlefoundation.org.

KEY STRATEGIES

THE FOLLOWING PEOPLE GENEROUSLY CONTRIBUTED THEIR THOUGHTFUL EXPERTISE TO THE DEVELOPMENT OF THIS CHAPTER:

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Kathleen Southwick
Art Sullivan
Trish Twomey
David Wertheimer

PREVENT OR EASE THE TRANSITION FROM HOMELESSNESS

- Support programs that help prevent people from losing their homes
- Support organizations that transition people from homelessness by offering support services such as counseling, childcare and job training
- Support outreach and transitional housing for youth and young adults
- Support housing projects that include support services and help move people into permanent housing

EXAMPLE ORGANIZATIONS

Chief Seattle Club
Downtown Emergency Service Center
Elizabeth Gregory Home
Goodwill Development Association
Jubilee Women's Center
YWCA of Seattle · King County · Snohomish County

INCREASE AFFORDABLE HOUSING

- Contribute to readily accessible funding pools nonprofits can access when property becomes available
- Support nonprofits working to keep housing affordable
- Support nonprofits working to engage landlords to provide housing for low- and moderate-income families
- Support advocacy and public policy work to increase affordable housing

EXAMPLE ORGANIZATIONS

Capitol Hill Housing
HomeSight
Homestead Community Land Trust
Housing Resources Group
St. Andrew's Housing Group
Vision House

INCREASE ACCESS TO NUTRITIOUS FOOD

- Support collaboration among food programs in order to better respond to hunger needs
- Provide funding to help food banks consistently offer nutritious food
- Support the availability of food for vulnerable residents
- Support free, culturally appropriate meal programs for children year-round
- Support efforts to connect local farmers markets with immigrant growers, food banks and use of food stamps

EXAMPLE ORGANIZATIONS

Children's Alliance
Lifelong Aids Alliance
Rotary First Harvest
Solid Ground
University Street Ministry – Teen Feed
White Center Food Bank

ERIC LIU

PASSING ON OUR GOOD FORTUNE

A very wealthy businessman I know once explained to me why he was willing to pay more taxes.

"I worked hard all my life to build my business," he said. "I worked my tail off. For most of human history, working as hard as I did just meant an extra bowl of rice at the end of the day. But I won the genetic lottery. I was born in the United States in the 20th century, where working this hard can make you a fortune. How did I do it? I drank water I didn't clean, traveled on roads I didn't pave, went to schools and universities I didn't build, borrowed from banks I didn't form, hired people I didn't train, used technologies I didn't invent. Literally, the least I can do is pay my fair share to pass on all these blessings."

There is no such thing as a self-made man or woman. Every one of us, whatever our lot in life, was shaped and formed by others: parents, mentors, teachers, neighbors. Americans have the ridiculously good fortune to be able to take for granted most of what's needed for the pursuit of happiness—that powerful litany of blessings that my friend knew he didn't create.

But even though we are all woven into a web of relationship and obligation, we too rarely see or say anything about this web. We imagine ourselves to be independent rather than interdependent; to be protean creators of wealth rather than

inheritors of a multigenerational legacy of sacrifice.

In my work, I try to foster a stronger culture of mentorship in our community. My organization, the Guiding Lights Network, promotes mentoring



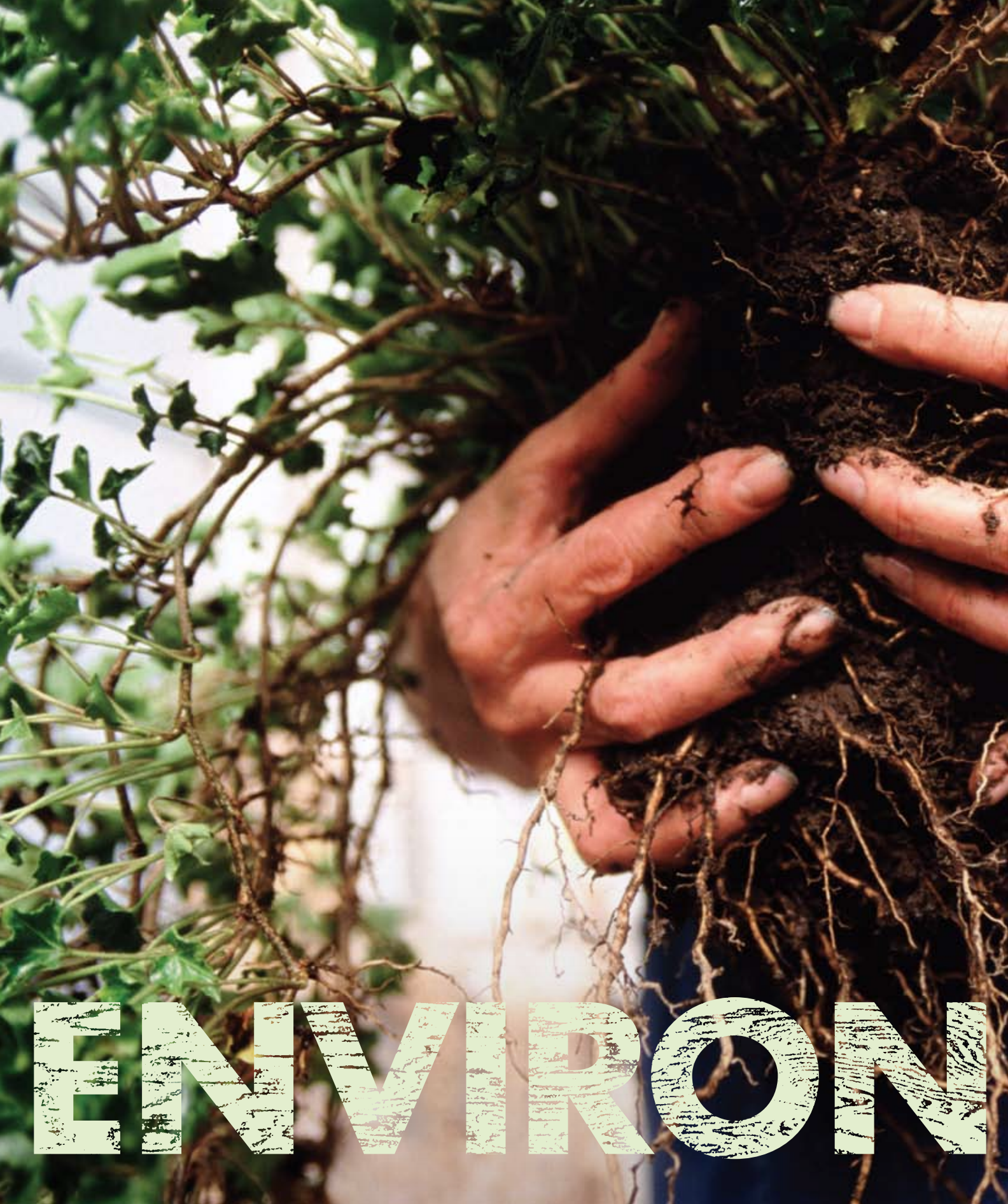
and creates memorable community learning experiences that remind us how much we owe one another. We ask, whatever the setting and whom ever we are playing with, two simple questions. *Who's influenced you? And how do you pass it on?*

I've found that the greatest obstacle to a healthy community is an undernourished imagination. Yes, we face material shortages and challenges, and very tangible deficits of human and financial resource. What we face most of all, though, are the limits of our own vision of what sustainability means, what the real wealth of nations is, and what it truly means to be neighbors and influencers.

What would it be like if we took it upon ourselves to teach all our children the life skills—how to plan, how to deal with failure, how to find your voice—that enable some of our children to thrive? What would it look like if our businesses were valued not only by the returns they can generate this quarter but by the investments they make in their people over a lifetime? What would we ask of government if we were the founders of our city, if we had *original* responsibility for the common good?

Seattle and the state of Washington have, in the aggregate, an enviable pile of social capital. We are, per capita, one of the nation's most active communities of volunteers and donors. We have one of the planet's most thriving ecosystems of work for the social good. What a shame it would be for all this good will to be directed only toward the system of social and economic organization that exists today. And what an opportunity it is for us, together, to imagine new ways of balancing the obligations of citizen, government, business and philanthropy. That's the legacy the next generation deserves.

Eric Liu is founder of the Guiding Lights Network and co-author, with Nick Hanauer, of *The True Patriot*. He served as a speechwriter for President Bill Clinton in his first term and as deputy domestic policy adviser in the second. After leaving the White House, he was an executive at RealNetworks.



ENVIRON



In King County, 85 percent of residents say the quality of the environment in their neighborhood is good or excellent. And yet our natural resources—and the quality of life they provide—are threatened by climate change, pollution and growth.

To protect our environment and create a healthy region for the future, we must work to improve the health of Puget Sound, engage everyone in environmental issues and promote sustainable growth.

MENT



THE ENVIRONMENT IS CENTRAL TO OUR QUALITY OF LIFE

From snow-capped mountains to lush forests and rocky shorelines, the Puget Sound region is characterized by magnificent natural resources and an enviable quality of life.

From the days of the first Native Americans, the natural environment has long sustained people in the Pacific Northwest. And as the earliest residents recognized, human health and welfare were inextricably linked to environmental factors, such as a moderate climate, abundant salmon and easily accessible forests. From this realization grew an environmental ethos that remains woven into our culture today.

So it should be no surprise that a healthy environment is widely considered a priority among people who live here. In fact, public opinion polls show that 97 percent consider it important to leave Puget Sound healthy for future generations. And yet the Sound is among our nation's most polluted bodies of water. Federal statistics also show that Washington and other Western states are warming at a rate almost twice that of the rest of the world, creating an increasingly urgent need to address climate change.

To create a healthy region for the future, we must act now—or jeopardize our economy and diminish the way of life Washingtonians know and love.

The natural environment is essential to many businesses in our state. Surveys demonstrate that people and businesses move to Washington largely due to the splendor of the natural areas close to home. Fishing, hunting and wildlife viewing contribute billions of dollars to Washington's economy, supporting more than 40,000 jobs. Yet we risk losing these natural amenities as climate change accelerates: Decreased snowpack shortens the winter ski and snowmobile season and reduces the summer water supply for drinking and irrigation. Higher stream and lake temperatures harm commercial and recreational fisheries, and hotter summers increase the danger of catastrophic wildfires, putting forests and homes at risk.

While climate change threatens jobs and businesses in King County, the emerging green economy is already benefiting our region. The clean energy industry has surpassed both the coffee/espresso shop and logging industries, generating more than \$2 billion annually and providing some 8,400 jobs with average salaries of \$60,000. Washington has a 64 percent greater concentration of clean technology jobs than the U.S. average.

ONLY 18%

of people of color who live in King County say the environmental quality in their neighborhood is excellent, compared to 40% of Caucasians.

SURVEY CONDUCTED BY ELWAY
RESEARCH, INC. IN DEC. 2008

As the state with the most buildings per capita meeting the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standards, Washington is well positioned to benefit from local green building and clean energy industries. The nation and world look to our region when it comes to creating new standards and policies for green building, putting us in position to have a wide-reaching impact. Local businesses are also ready to take advantage of federal leadership promoting green building and energy efficiency across the country. The potential is huge—the American Solar Energy Society estimates that renewable energy and energy efficient industries could generate one in four U.S. jobs—up to 40 million—by 2030.

To add to Washington's credentials as a national leader in addressing climate change, in 2008 the state became the first in the nation to pass a green jobs law, a bill that directs certain state agencies to stimulate a cleaner, greener economy and makes workforce training a key feature of the state's climate policy. The law also sets in motion a planning process for reducing greenhouse gas emissions statewide.

Washington has a 64 percent greater concentration of clean technology jobs than the U.S. average.

We are making progress, but many places are still suffering from environmental decline. To truly succeed in restoring a healthy environment for our region, we must expand the environmental movement and include people from diverse backgrounds and cultures.

Combating the environmental issues that face our region, nation and world is a monumental imperative. The enormity of the task leaves room for a multitude of efforts large and small, from grassroots initiatives to clean up local areas to public-private partnerships and multinational collaborations.

The earth sustains us. It provides the land, air and water we need to work, play and live. Protecting and restoring our natural environment has long been central to our region's heritage. And it is up to us to ensure a healthy Puget Sound for generations to come. ■



Since the beginning of this century, the population of King County has grown by 1 percent each year—a 23,000-person jump from 2007 to 2008. In the Puget Sound region, our population is expected to double to 10 million before the year 2100. That's roughly the size of Los Angeles today.

Many of the people who live here do so because of the beauty of the region's water, mountains and forests. To preserve those natural assets, we must balance the many interests of a rapidly growing community and make sure growth happens in way that both nurtures the

environment and promotes economic vitality. Otherwise, our transportation problems will only worsen and our air quality, open space and quality of life will diminish.

ENSURE SUSTAINABILITY IN OUR REGION

When a region grows sustainably, its communities are careful not to overburden local resources even as their populations increase. Many parties—developers, conservationists, farmers, tribes, industry, community organizations, urban and rural communities—must come together to balance varied interests and create a region that's inviting and livable for decades to come. While these groups may have competing interests, consensus is essential to the sustainability of their work.

With this in mind, Cascade Land Conservancy's Cascade Agenda has involved businesses, government, farmers, foresters, tribes and other community stakeholders in a coalition to

ENSURE SUSTAINABILITY IN OUR REGION (CONT.)

envision the communities, natural environment and economy that will sustain us for the next 100 years.

Donors can support a more sustainable future by funding a variety of nonprofits. Some organizations function like brokers, bringing together community members who don't usually work with each other. Some collect and disseminate information that highlights connections between growth and the environment. And others conduct work locally on climate change and green practices, planning for a more sustainable future for our region.

Smart growth and good land-use planning give communities transportation options—such as walking, biking and public transit—and locate parks, schools, housing and shops closely together to simultaneously increase neighborhood livability and decrease negative impacts on the environment. Transportation Choices Coalition contributes to these efforts by educating the public on transportation issues, policies and projects and makes the connections between transportation, health and climate change.

The public must understand these connections to make informed decisions. Nonprofit organizations play a role in informing people about environmental and policy impacts. For example, Sightline Institute, a nonprofit research and communication center, provides information that engages leaders and the community on the issues and solutions of regional sustainability.

The old green adage to “think globally, act locally” applies. People often think of climate change, for instance, as something that's happening at the North and South Poles. But actions by King County residents have ramifications for the global climate, and people can make useful changes on the local, regional and national levels. Many organizations, such as Climate Solutions, use science-based research to help communities better understand climate change and the ways we can make positive change locally.

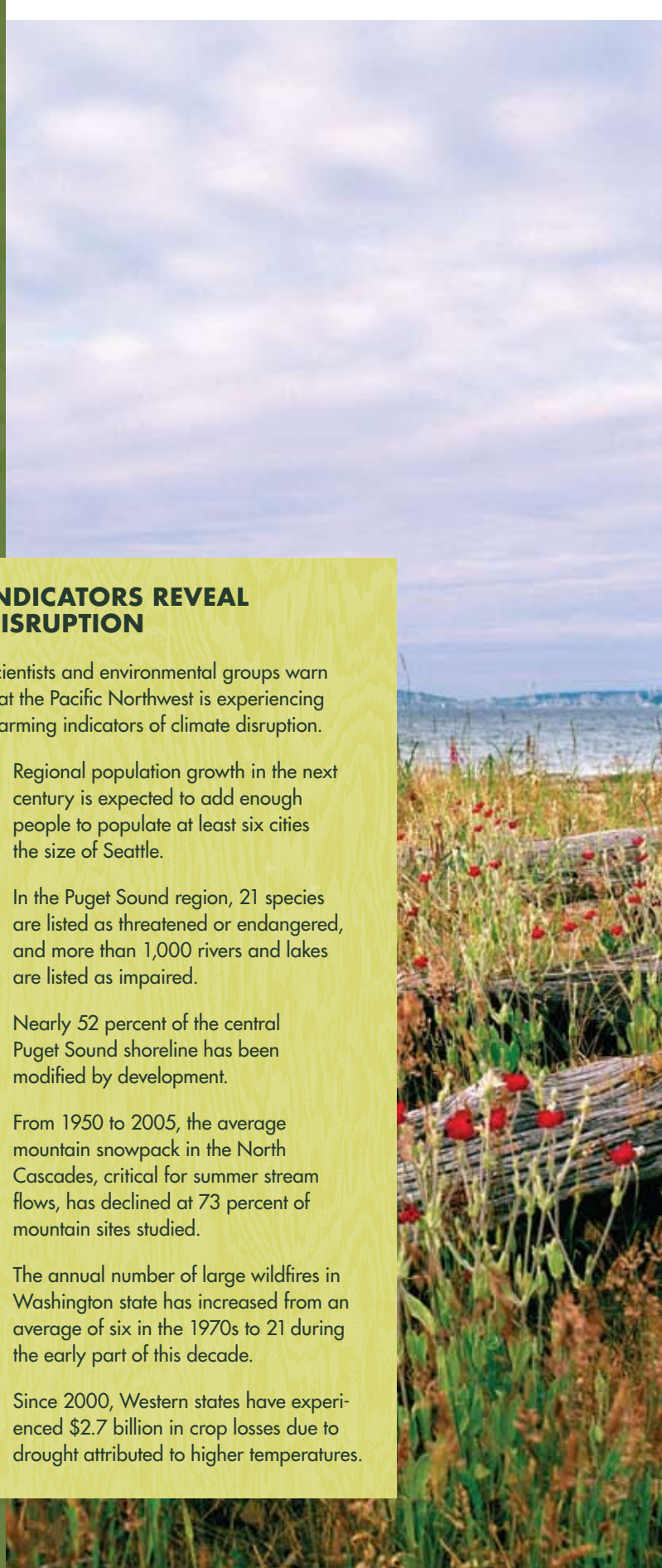
In the years ahead, sustainable building practices, energy efficiency, materials recycling and other procedures are likely to yield new jobs. Donors lending capital is one way to support new businesses working in these areas.

It's no surprise that King County is growing—it's a beautiful region and its natural resources offer a strong attraction. By funding organizations that support sustainability here, donors can ensure that the region continues to grow in an environmentally—and economically—healthy manner. ■

INDICATORS REVEAL DISRUPTION

Scientists and environmental groups warn that the Pacific Northwest is experiencing alarming indicators of climate disruption.

- Regional population growth in the next century is expected to add enough people to populate at least six cities the size of Seattle.
- In the Puget Sound region, 21 species are listed as threatened or endangered, and more than 1,000 rivers and lakes are listed as impaired.
- Nearly 52 percent of the central Puget Sound shoreline has been modified by development.
- From 1950 to 2005, the average mountain snowpack in the North Cascades, critical for summer stream flows, has declined at 73 percent of mountain sites studied.
- The annual number of large wildfires in Washington state has increased from an average of six in the 1970s to 21 during the early part of this decade.
- Since 2000, Western states have experienced \$2.7 billion in crop losses due to drought attributed to higher temperatures.



When the environmental health of Puget Sound waters and marine

life decline, it affects the well-being of our regional economy and the daily lives of people who live here.

Puget Sound is in serious trouble. More pollution runs through its currents and settles onto its floor than most people realize and many residents are unaware of the impact our actions have on the Sound's health.

According to the Puget Sound Partnership, ocean-related industries generate more than \$3.8 billion in annual wages to the regional economy and thousands of business

about the Sound's condition and solutions for safeguarding this vital asset.

In the 1950s and 1960s, untreated sewage and other visible pollution in Lake Washington served as a call to action for a generation of people. In contrast, the beautiful blue and green waters of Puget Sound make it easy to be complacent about its health. And yet dozens of species are threatened by habitat loss, over-harvesting and pollution. Substances never intended for local waters—such as caffeine and antibiotics—are ending up in the Sound and in the bodies of animals like harbor seals.

Numerous organizations are working today to clean up the region's ecosystems. While some

work on direct restoration and maintenance, others monitor the Sound and its tributaries to gauge changes in environmental conditions. One example, The Alliance for Puget

Sound Shorelines—a collaboration of People for Puget Sound, The Nature Conservancy and The Trust for Public Land—takes a comprehensive approach by focusing on protecting and restoring sections of the Sound's more than 2,500 miles of shoreline.

Of course, many related factors ultimately affect the health of Puget Sound. Nonprofits that direct their energies toward maintaining clean air and forest health or reducing farm and con-

IMPROVE THE HEALTH OF THE PUGET SOUND

establishments use Puget Sound counties as their base of operations. Our region depends on a healthy Sound to support our natural resource industries and the Port of Seattle as well as our physical environment, personal health and sense of place.

Philanthropy can play an important role in keeping Puget Sound healthy by supporting organizations that work to restore and preserve it, as well as those that promote awareness

CONTINUED ON NEXT PAGE



**CRAIG MCKIBBEN
& SARAH MERNER**
DONOR STORY

The outdoors has always been an integral part of Craig McKibben's life.

McKibben grew up hiking with his family and is an active mountain climber, skier and cyclist. After retiring, he got involved with numerous organizations offering outdoor opportunities to underserved youth, sometimes volunteering on youth outings.

"People always talk about giving that is meaningful to you or close to your heart," McKibben said. "Taking the kids out and helping them is a lot of fun."

To McKibben and his wife, Sarah Merner, supporting efforts to address

climate change seemed the next logical step. They turned to The Seattle Foundation for help in directing their giving, and chose to support several climate-focused initiatives from a selection the Foundation provided.

"The Seattle Foundation was extremely helpful to us in setting up meetings with these various organizations so we could talk directly to the people involved and learn something," Merner said.

"It would have been a lot harder for us to get the kind of information we got without their help."

IMPROVE THE HEALTH OF PUGET SOUND (CONT.)

struction runoff are, in the end, promoting a healthy Sound. For example, Stewardship Partners is collaborating with the Oregon-based Salmon-Safe certification program to recognize farm operations that adopt conservation practices and help restore native salmon habitat in Pacific Northwest rivers and streams.

King County nonprofits also play an important role in educating the public about such connections. While people see signs near storm grates that say “Dump no waste, drains to Sound,” they may not know, for example, how common practices in caring for cars, gardens or pools affect the ecosystem. Environmental groups can work together to compile and publish data and best practices as a vital service to help citizens and legislators make informed decisions. Washington Toxics Coalition is doing this by providing science-based information to policymakers and the public about concerns such as lawn and cleaning products, toxin-free toys, and pesticides in parks and lakes.

By funding environmental groups that work in direct action and education, donors can ensure that a healthy Puget Sound maintains its myriad functions—all of which contribute broadly to King County as a healthy community. ■

ORGANIZATIONS PROTECT, RESTORE AND ADVOCATE

Numerous organizations are working to protect, maintain and restore Puget Sound, focusing on various aspects of conservation.

The **FRIENDS OF THE HYLEBOS** does work in the Hylebos watershed, which drains into Puget Sound, while the **DUWAMISH RIVER CLEANUP COALITION** organizes restoration projects and aims to increase awareness about toxins in the river, a Superfund site and one of the most industrialized waterways in the state.

Other groups strive for change through coalition building, monitoring and legal action. The **PUGET SOUNDKEEPER**

ALLIANCE files citizen lawsuits against water regulation violators, monitors waters via boat and kayak patrols, and engages stakeholders to work toward improved regulations.

STUDENT CONSERVATION ASSOCIATION (SCA) provides opportunities for young people to develop the skills, experience, values and passion they need to protect our natural resources. SCA's Northwest Conservation Leadership Corps recruits underrepresented high school students to take lead roles in protecting our local environment through building trails, restoring river and lakefront environments and conserving habitats.

ENGAGE IN THE PRESERVATION

Environmental concerns are not solely the province of rock climbers and hunters, campers and activists. We all breathe air and drink water.

Our health and our lives are affected by the natural environment—and we all play a part in taking care of it.

Unfortunately, for a variety of reasons, environmental debates don't always include everyone who is affected. Sometimes the voices missing are from the very communities most affected by local pollution, especially low-income communities or communities of color.

Donors can help all residents to understand and appreciate their ownership in ecological issues by supporting groups that address environmental disparities in the region, train workers for new green jobs and educate the public about the ways we affect the natural world around us.

While the quality of the environment has ramifications for everyone, low-income neighborhoods and communities of color often experience more of the direct negative effects of a polluted world. For example, cheaper housing is often found in industrial areas, where much of the pollution that taints the water and air is generated.

Environmental organizations are most effective when they truly represent community interests and understand the people, cultures and issues involved. They

EVERYONE OF OUR ENVIRONMENT

can broaden environmental understanding by designing programs for non-English speakers and new immigrants and refugees. The Environmental Coalition of South Seattle's Multicultural Team teaches families about "green" cleaning, recycling, water and energy conservation—in Amharic, English, Spanish, Tigrigna and Vietnamese.

Environmental organizations can also connect with these often overlooked and underserved communities by partnering with other organizations—such as housing, community organizing or workforce development groups and these relationships can help bring environmental justice to the fore.

Nonprofits also have a chance to connect environmental awareness with economic development.

By building collaborations among green employers and educational institutions like community colleges and technical

schools, nonprofits can help low-income communities get the training they need to secure jobs in the growing green sector.

Of course, preserving the region for future generations means getting today's young people involved in protecting natural resources and enjoying the outdoors. Groups that

engage children through environmental education programs not only help them understand the world around them, but can also develop the next generation of environmental leaders and stewards and instill an environmental ethic.

The environment is one area where everyone can contribute to making a healthier community. Philanthropy can help all of us work together to improve our world by addressing issues of environmental

equity and making sure we understand the condition of the environment around us and the impact we have upon it. ■

The number of green jobs could quadruple in the Northwest by 2020 and add billions of dollars to Washington's \$270-billion economy, say green economy advocates.

GREEN DIVERSITY TAKES ROOT

In South Seattle, **GOTGREEN** organizes young adults of color to create equal access to sustainable, green jobs in their low-income communities. In the process, it works to develop a new generation of leaders for economic and social justice movements. GotGreen is currently partnering with the **MOONTOWN FOUNDATION** on the SWITCH Project—a public-private nonprofit partnership to train and employ a small "army" of disadvantaged young adults ages 18 to 25 to weatherize approximately 6,500 low-income homes in Seattle.

YOUTH OUTDOORS LEGACY FUND (YOLF) is building the next generation of environmental stewards by providing urban and low-income kids with outdoor experiences. Founded by former REI CEO Dennis Madsen and administered by The Seattle Foundation, YOLF is dedicated to making the outdoors fun. Local grantees include Passages Northwest, focused on young women and girls, and Metrocenter YMCA's Boys Outdoor Leadership Development program.





HOW YOU CAN HELP

If your philanthropic goals are to improve the environmental health of Puget Sound, broaden the environmental movement or ensure sustainability in our region, consider making a contribution to The Seattle Foundation's Healthy Community Fund for the Environment. This fund supports the most effective King County organizations working toward these goals and strategies, plus other promising initiatives identified by the Foundation's knowledgeable staff. And because your gift will be combined with those of other donors and the Foundation's assets, you know it will achieve the greatest possible impact.

For more information about how you can give effectively, contact us at (206) 622-2294 or www.seattlefoundation.org.

KEY STRATEGIES

THE FOLLOWING PEOPLE GENEROUSLY CONTRIBUTED THEIR THOUGHTFUL EXPERTISE TO THE DEVELOPMENT OF THIS CHAPTER:

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Dennis Madsen
Patrick Neville
Ted Nordaus
Linda S. Park
Rep. Skip Priest
Gregg Small
Amy Solomon
Alex Steffen
Maggie Walker
Karen Wolf

ENSURE SUSTAINABILITY IN OUR REGION

- Support campaigns highlighting connections between the region's environmental health, transportation and land-use planning
- Support programs addressing transportation and land-use planning as a regional approach
- Support organizations working on research, data gathering and community education around climate change policy

EXAMPLE ORGANIZATIONS

American Farmland Trust
Cascade Land Conservancy
Climate Solutions
Futurewise
PCC Farmland Trust
Sightline Institute

IMPROVE THE HEALTH OF THE PUGET SOUND REGION

- Support organizations working to restore the Sound
- Support organizations that promote broad awareness about the condition of the Sound and the ramifications of inaction, and advocate for the comprehensive environmental solutions required

EXAMPLE ORGANIZATIONS

Duwamish River Cleanup Coalition
National Wildlife Federation
People for Puget Sound
Puget Soundkeeper Alliance
Seattle Aquarium
Washington Trails Association

ENGAGE EVERYONE IN THE PRESERVATION OF OUR ENVIRONMENT

- Support efforts that address environmental disparities, particularly in low-income communities
- Fund collaborations that support diverse pathways to green economy careers
- Support efforts that develop and provide resources and information to advance green practices
- Fund organizations providing culturally appropriate education on individual carbon reduction
- Fund organizations that provide environmental education and service learning projects

EXAMPLE ORGANIZATIONS

Environment Science Center
Environmental Coalition of South Seattle (ECOSS)
Facing The Future
Homewaters Project
IslandWood
The Student Conservation Association Northwest

VAN JONES

LIGHTING A PATH TO A GREEN AND EQUITABLE FUTURE

With such exciting developments coming out of Washington on a seemingly daily basis, it might be easy to lose sight of what is happening at the local level throughout the country. But it is at the local level that we will see change making a difference in people's everyday lives. It is at the local level that Americans of all stripes will do the hard work of building our 21st-century economy.

This is especially true for the emerging green economy—a centerpiece of President Obama's agenda. By giving an extra push to the emerging green economy we can also lift the entire country out of the recession.

So ... what is happening at the local level?

A lot of neat stuff. I'm lucky enough to hear about a lot of it through my work at Green For All, partnering and connecting with local green-jobs efforts across the country. We are helping a lot of them get off the ground or grow to scale. The most promising initiatives don't just create green jobs, they create green pathways out of poverty for the people who need them most. In cities like Newark, Pittsburgh, Chicago, Albuquerque and Oakland, local government, labor, business and community leaders are working in different combinations to light the path to a green and equitable future.

Seattle is on that list, too. The Mayor's Office is working hard to develop career paths in residential and commercial energy efficiency

for Seattle residents. This starts with mapping out the sequential steps of industry-recognized training and skills for those in the field—from a new entrant who needs basic skills, all the way to a certified auditor or energy manager.



The city is already piloting a program to energy audit homes door-to-door by training low-income youths to conduct energy audits for their neighbors. The city is also exploring ways to expand existing residential and commercial energy efficiency training programs. It is looking at developing curriculum, identifying workforce training barriers, increasing access points for low-skilled and low-income residents, identifying apprenticeship connections, and systematizing career pathways within and across the sector.

Seattle's King County is also home to Opportunity Greenway, which helps young, court-involved adults ages 16 to 21 get their lives on track with paid internships in one of three high-wage, high-demand green career tracks: transportation, energy and

natural resources. More than 40 young people have already participated in the program, launched as a pilot this past summer and continuing this year. Most of them never finished high school; the program re-engaged them with education and work experience. They worked toward gaining their GEDs or diplomas, and prepared for apprenticeships or other post-secondary options of their choice. Opportunity Greenway is coordinated by the King County Work Training Program's YouthSource in partnership with other county departments, local community and technical colleges, and private employers.

Seattle and King County—along with other cities, towns and counties—are building tomorrow's economy today, from the ground up. They are the examples Green For All will shine a light on as the federal government looks for green investment opportunities. If we make sure these kinds of programs get the love and attention they deserve, President Obama's green initiatives will indeed improve everyday people's lives. And the new, green economy we build will be one we can be proud of—strong enough to resolve the ecological crisis and lift millions of people out of poverty.

Van Jones is the founder of Green For All and the current Special Advisor for Green Jobs, Enterprise and Innovation at the White House Council on Environmental Quality. He is also a *TIME* Magazine 2008 Environmental Hero and a *New York Times* best-selling author.





The economy is the most critical issue in our community, according to a survey of King County residents. Throughout the region, people are struggling to secure living wage jobs, unemployment is rising, and many small businesses lack the support needed to grow and thrive.

ECONOMY

Strengthening the region's economy requires support for people and businesses, and access to education, training and resources.

THE SECURITY OF OUR REGION DEPENDS ON ITS ECONOMY

A strong economy is the essential engine that fuels all other elements of a healthy community. Without it, our region and its residents cannot thrive. A strong economy creates jobs and security.

It gives people confidence in tomorrow and helps them care about today. It encourages them to enjoy the arts and the outdoors and to participate in community life.

To cultivate a healthy economy, our region needs to maintain a quality of life that attracts and retains businesses of all sizes. It also needs to nurture the workers who live here and ensure that they can compete for jobs. Our human capital is an asset—and it is up to us to make sure everyone has the chance to contribute to and benefit from regional prosperity.

Access to quality education and training is essential for workers to meet the demands of today's jobs, and of tomorrow's jobs as well. Equally important is the chance for individuals to plan for their futures, build assets and savings, and live self-sufficiently. The same goes for small businesses, which need resources, such as technical assistance and capital, to develop.

Unfortunately, even in good economic times, many people face significant barriers—such as access to transportation, childcare and job training—that prevent them from acquiring the skills they need to get a better job, increase their financial stability or start a

small business. Some populations have a particularly hard time gaining ground, namely people of color, immigrants, refugees, women, and people living in depressed urban and rural areas. In 2007, nearly half (48.9 percent) of all income in King County went to the top 20 percent of households while less than one-twentieth (3.5 percent) went to the bottom 20 percent.

Among those who stand to benefit most are people who are already employed in low-wage jobs. They may be janitors at a hospital, cashiers at the local grocery, cab drivers or commercial window washers. They have

money to buy food and keep their apartment lights on, but they can't get ahead long enough to get more education or build up assets enough to increase their financial security. They're stuck between the proverbial rock and a hard place.

And yet, in a region known for its leadership in industry and innovation, our

economy depends on cultivation of a highly skilled, well-trained workforce. Access to training and education can help pave the way to a better job and a more stable life. To provide that training, effective programs are designed to fit people's lives and existing

86% of King County residents say small businesses play a very important role in the health of the local economy.

SURVEY CONDUCTED BY ELWAY RESEARCH, INC. IN DEC. 2008





work schedules. Community colleges, for example, are looking to offer condensed or convenient weekend or night classes and other innovative new programs provide training on actual job sites in a work-and-learn setting.

Likewise, programs that offer business support and networking opportunities to low-income entrepreneurs help to ensure that we are cultivating innovation throughout our region, helping to develop the small businesses that will go on to become the next Microsoft, Boeing or Starbucks—major corporations that not only impact the global economy but also attract more talent and diversity to King County.

Nonprofits and philanthropy cannot support and implement programs like these alone. They need partners in industry, government and education to help ensure that workers receive the training they need to work in fields where demand for employees is high, such as healthcare and clean energy.

In healthy communities, economic vitality becomes a reinforcing loop. People need living wage jobs in order to earn money, save money and spend money at local businesses, which then go on to employ other employees and so forth. For the whole of King County's economy to prosper, we need all of the region's people and businesses to have the chance to be strong and secure. ■

INCREASE ACCESS TO RESOURCES FOR **UNDERSERVED BUSINESSES**



Small businesses can play an important role in our region's economy. The neighborhood restaurant, the nursery, the industrial part maker are essential to the economic health of our region.

They provide jobs, generate tax revenues, contribute to people's livelihoods and help to anchor the community. And they have the potential to grow and contribute more to our region's economy.

But successful company ownership for groups that have historically been underrepresented in the business world—women, people of color, refugees and new immigrants—can require more support. These populations often lack access to capital, the ability to network and the resources they need to establish and operate a strong business.

Washington ranks 15th in the nation in small business ownership, according to the CFED 2007–2008 Assets & Opportunity Scorecard, but the state also has had a historically high rate of business closures. Donors can help launch or strengthen small businesses by supporting organizations that provide crucial capital and technical assistance to entrepreneurs. Community Development Financial Institutions (CDFIs) provide both to underserved populations in urban and rural areas.

Because outreach to low-income communities is their primary mission, CDFIs can assume risks that traditional banks often avoid. ShoreBank Enterprise Cascadia (SBEC) is a nonprofit CDFI serving urban and rural communities of Oregon and Washington through a revolving loan fund supported by banks, foundations, individuals and government resources. SBEC makes loans to individuals and businesses who cannot access traditional sources of capital and looks for opportunities to



UNDERSERVED BUSINESSES (CONT.)

invest resources in businesses and activities that will promote family, environmental and economic resilience.

Small business development centers—often located within nonprofits or community colleges—also provide invaluable aid to people who want to launch a business. Picture the budding entrepreneur who thinks she has a great idea for new product or service. How can she tell if it's truly viable as a business? Assistance centers help new business owners wade through the complex steps of setting up shop, from getting a license, to sizing up the marketplace and competition, to crafting a business plan.

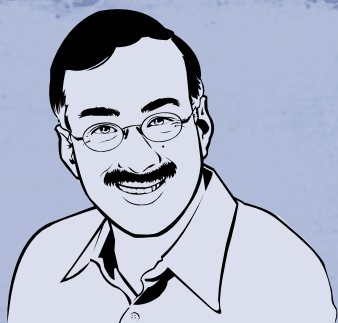
Throughout American history, small businesses have been a primary avenue to the American dream. To give people the help they need to be successful, nonprofits offer a variety of programs. Washington CASH, for instance, helps hundreds of individuals build businesses, income and self-confidence each year through a constellation of services, including business development courses, microloans, technical assistance, mentoring and access to computer labs. These services enable low-income women, people with disabilities, new immigrants and refugees to start or expand self-employment ventures. Other programs accelerate the growth of small businesses by helping them bring their goods and services to new markets and network with other businesses.

When people get the financial and technical assistance they need to develop and grow their business, they bring more goods, services and jobs into neighborhoods—which together make all of our communities healthier and more livable. ■

SNAPSHOT OF MISSION INVESTING

Mission investing is an alternative way to strategically help nonprofit organizations attain their goals by lending assets and capitalizing projects. Our innovative program allows you to lend capital from your donor advised fund or supporting

organization to nonprofit organizations for special projects such as land acquisition, housing development or microlending. As the loans are repaid, the principal and interest is paid back to your fund for future grantmaking.



AKHTAR BADSHAH
DONOR STORY

For Akhtar Badshah, The Seattle Foundation's broad philanthropic focus makes it an ideal conduit for his employer's giving.

Microsoft Corporation is among organizations that partnered with the Foundation in late 2008 to establish The Building Resilience Fund, a three-year, \$6 million effort to help local people hit hard by the recession.

"Microsoft as a company is made up of individuals," said Badshah, Microsoft's senior director of global community affairs. "Our individuals have diverse interests and want to see the community improved in diverse ways.

"By supporting The Seattle Foundation, which focuses on diverse issues, that has a big impact on the community. For us as a company to be associated with that is very meaningful to our employees."

Badshah said the Foundation has played a valuable role in furthering Microsoft's workforce development efforts by identifying nonprofit organizations that provide people with basic technology skills.

"The Seattle Foundation helps us find the right local partners," he said. "It is a respected organization, and it brings together multiple voices and multiple stakeholders.

By supporting The Seattle Foundation, Badshah said, "you are actually supporting the community in which you are living."

SUPPORT EDUCATION AND TRAINING FOR LOW-INCOME ADULTS



Living wage jobs are essential to a healthy community.

Good paying jobs give people the opportunity to support themselves and their families while creating economic stability and growth not only in their own households, but throughout the region.

In King County, roughly 215,000 working adults are living in households with incomes that are 200 percent below the poverty line. They are trapped in low-paying jobs with wages that barely cover the basic costs of living or raising a family. Despite their best efforts, many of these working poor face barriers that make them unable to lift themselves—and their children—out of poverty. And yet, at the same time, our region's employers say they often struggle to find qualified workers—a fact that puts our region's long-term economic prosperity at risk.

Research by the Washington State Board for Community & Technical Colleges shows that an individual who earns a college degree or certificate greatly increases her economic status and that education is the single most important predictor of intergenerational mobility. Now, and in the future, the major-

ity of jobs that can support a family require some postsecondary preparation. So before low-income adult workers can qualify for those jobs and provide employers with needed talent, those workers will need access to additional education and training. By building skills in the adult workforce, we can strengthen our region's economy and ensure that King County employers have qualified workers.

For philanthropy, training and education for adult workers is a critical investment underscored by shifts in technology, global competition for skilled workers and the aging workforce. By funding nonprofit organizations, community colleges and technical education programs, donors help provide a continuum of education and training that starts with basic skills.

Some organizations are working to develop programs that accommodate the lives of working adults and put them on a path into emerging fields with high demand for trained workers. These schools and organizations also use their relationships with industry and employers to make sure students get training that matches employers' needs. Seattle Jobs Initiative partners with other organizations, community colleges and employers to link low-income and low-skilled residents to jobs that pay living wages and offer room for advancement.

EDUCATION AND TRAINING (CONT.)

Low-income workers who want to advance their education and careers also face economic hurdles in the auxiliary costs for services such as childcare, housing and transportation, which can increase the total cost of education. To prevent these expenses from blocking the path to economic self-sufficiency, donors can fund social service agencies that provide these services in partnership with education and training organizations.

Hopelink in eastern King County, for instance, has teamed with Bellevue College to provide “wrap-around” support services for low-income students. Students already enrolled in BC’s Opportunity Grants program may receive help with expenses beyond the cost of tuition and books. A nursing student may get help with bus fare to campus, for example; someone learning to write computer code may receive assistance with the costs of housing or energy.

Because workers want training for higher-paying industries that are ready to hire, donors can also fund intermediary organizations that enrich education programs and ensure that jobs are waiting for new trainees. These organizations broker partnerships between local industry and schools, and some of the most innovative programs deliver training on-site in work-based learning environments—allowing students to learn and earn concurrently.

The Health Workforce Institute, for instance, works with hospitals to develop career pathways to help move low-skilled workers into higher-skilled, high-paying jobs. The Institute addresses looming shortages in healthcare personnel by partnering with industry and healthcare training programs to make training more accessible for low-skilled workers.

By funding worker education programs, along with the ancillary services that make them viable for working adults, donors can help more people fulfill their potential. And that benefits not only the individuals aiming to land living wage jobs, but also our region’s economic strength. ■

WHAT IS A LIVING WAGE IN KING COUNTY?

A living wage is the minimum amount of money a family needs to earn to provide the basic necessities of living. According to King County’s 2008 *Communities Count* report, a family of four with one working adult needs to earn \$50,000 annually.

If both adults are working, that family of four needs \$71,000 for basic expenses and childcare. A single person requires \$26,000 each year.

Unfortunately, 64 percent of jobs in the county don’t pay enough for a family of four with one wage earner.

IMPROVE FINANCIAL STABILITY FOR INDIVIDUALS

To become economically self-sufficient, people need more than a job that pays the bills.

They need the chance to grow their assets—the financial resources and knowledge that will help them get ahead and weather economic storms that threaten household stability. For many people, a lack of basic financial knowledge prevents economic resiliency. For others, bad credit keeps affordable mainstream financial institutions out of reach and leads to expensive auto financing and unsustainable payday loans.

While money management may seem second nature to some, others reach adulthood without ever setting foot in a bank. They cannot begin to get ahead without first understanding why assets are important, how interest works or why paying minimum balances on credit cards isn’t enough.

Donors can help people strengthen their economic skills and, in turn, their financial situations by funding nonprofits that promote financial literacy, matched savings deposits for low-income families and other activities that help people build and grow their assets.

By supporting nonprofits that educate low-income and young populations about financial basics, donors can help people avoid unmanageable debt, create plans to reduce existing debt and learn how to use credit responsibly. They can support nonprofits that both connect low-income people to accessible, affordable financial services and build awareness about the perils of payday lending and check-cashing businesses—



which charge \$22 million yearly in interest and fees to Seattle residents alone, often targeting vulnerable groups such as seniors and people of color.

In our region, a group of public, private and nonprofit partners have aligned to form the Bank On Seattle–King County initiative, which aims to help some of the county’s 52,000 “unbanked” residents become more financially literate. Through the program, more than 20 banks and credit unions offer anyone the opportunity to open a checking or savings account with a nominal deposit and no minimum balance. It not only saves residents money with free check cashing and bill paying, it also helps them establish a credit history, which is vital to becoming economically stable.

One of the best ways to help low-income individuals build assets is to give them an additional financial incentive to save. Matched savings accounts enable low-income families to save, build assets and enter the financial mainstream. These accounts reward the monthly savings of working-poor

People need the chance to grow their assets—the financial resources and knowledge that will help them get ahead and weather economic storms that threaten household stability.

families who are building toward a significant goal—most commonly buying their first home, paying for post-secondary education, or starting a small business. Organizations that operate matched savings programs often couple the match incentive with financial literacy education, training to purchase a home or business, and case management.

Homeownership continues to offer individuals a chance to build wealth over time and also helps create stable families and communities. While homeownership isn’t for everyone, a number of fundable organizations help people get on a sustainable path toward buying a home by counseling low-income people about saving responsibly for a down payment and preparing to manage a mortgage.

By funding groups that offer education on money management and incentives for actual savings, donors can help people move toward economic resiliency—and in the process help communities become stable and thriving places to live, work and raise families. ■

ACCESS TO FINANCIAL SERVICES

It’s difficult to manage your life without basic financial skills. Check-cashing services or payday loans are easy, convenient and accessible to people who don’t know how to open a bank account, deposit or write checks, balance a checkbook, or understand the importance of paying off credit cards monthly. Low-income credit unions (LICUs), like King County’s new Express Credit Union, can provide affordable financial products as well as financial education to help people walk away from predatory services.



HOW YOU CAN HELP

If you feel strongly about promoting second-chance education for working adults, improving economic resiliency among individuals or increasing access to resources for underserved businesses, then you might want to contribute to The Seattle Foundation's Healthy Community Fund for Economy. This fund supports the most effective King County organizations working toward these goals and strategies, plus other promising initiatives identified by the Foundation's knowledgeable staff. And because your gift will be combined with those of other donors and the Foundation's assets, you know it will achieve the greatest possible impact.

For more information about how you can give effectively, contact us at (206) 622-2294 or www.seattlefoundation.org.

KEY STRATEGIES

THE FOLLOWING PEOPLE GENEROUSLY CONTRIBUTED THEIR THOUGHTFUL EXPERTISE TO THE DEVELOPMENT OF THIS CHAPTER:

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Dr. Kriss Sjoblom
Kris Stadelman
Karl Stauber
Jim Thomas
Remy Trupin
Michael Verchot

INCREASE ACCESS TO RESOURCES FOR UNDERSERVED BUSINESSES

- Support Community Development Financial Institutions (CDFIs) that provide access to capital, technical assistance and lower rates to underserved businesses
- Support organizations that help low-income entrepreneurs start and run small businesses
- Support culturally relevant small business support programs for immigrants/refugees

EXAMPLE ORGANIZATIONS

Community Capital Development
Corporation for Enterprise Development
Urban Enterprise Center
Washington CASH

PROMOTE EDUCATION AND TRAINING FOR LOW-SKILLED ADULTS

- Support programs at community and technical colleges that prepare working students for careers in high-demand fields
- Support nonprofits that provide support services to low-income adults pursuing post-secondary education
- Support organizations that broker partnerships between industry and educational institutions to make training programs more accessible and affordable

EXAMPLE ORGANIZATIONS

CASA Latina
Health Work Force Institute
Port Jobs
Real Change Homeless Empowerment Project
Seattle Goodwill
Washington Women's Employment and Education

IMPROVE FINANCIAL STABILITY FOR INDIVIDUALS

- Support nonprofit organizations offering financial counseling and debt reduction programs to youth and low-income adults
- Support organizations offering matched savings accounts for low-income families
- Support organizations that help low-income individuals move toward first-time home ownership
- Fund public education campaigns that raise awareness of predatory lending, credit unions and financial options

EXAMPLE ORGANIZATIONS

CENTS Program
Consumer Credit Counseling Services
Express Advantage (Low Income Credit Union)
Hopelink
Washington Appleseed

KATE JONCAS

MAINTAINING A HEALTHY AND VIBRANT URBAN CORE

An industrial prospect once told me that when they're being recruited to a new community they always cruise through downtown. If the downtown is vacant and abandoned it says two important things: that public and private sectors are not working together and that other community assets are probably also being neglected.

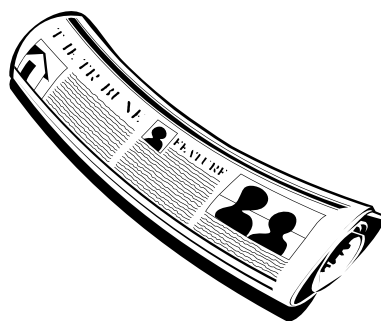
This insight illustrates the complex role that a downtown plays in communities. Downtowns are more than just a place for business success—they also tell a story of regional quality of life and community values. So in order to create a healthy downtown we must focus on both economic and community development.

In downtown Seattle we have businesses that are struggling to succeed, public spaces requiring ongoing attention, arts groups trying to draw audiences and homeless people dealing with chronic substance abuse issues. Each impacts our economic and community development, which is why the Downtown Seattle Association believes they are so critical to our downtown's health and vibrancy.

All economic development starts with jobs. Downtown Seattle plays a unique role in our city and regional economies, and has what every downtown strives for—a broad and diverse economic engine. This enviable mix is important, because it will help us weather the economic storm by providing jobs today (230,000 or 50 percent of jobs in Seattle are in the Center City) and job growth for our future.

As our downtown grows, so does the need to maintain a clean and safe

urban environment. Several downtown neighborhoods are fortunate to be part of the Metropolitan Improvement District (MID). Each day the MID dispatches 70 safety and maintenance ambassadors who patrol 225 blocks downtown—providing directions to visitors, assistance to police, security escorts and human services referrals. They also maintain



a clean environment through a comprehensive program of street sweeping, pressure washing, graffiti removal and trash pickup.

It's these efforts that are so important in maintaining an urban environment that is safe and attractive to residents, visitors and the workforce—and which contribute so much to our economic and community development.

Seattle has the highest number of arts-related businesses per capita in the U.S., creating a vibrant creative nexus. There are 239 arts and cultural businesses downtown, ranging from museums to art galleries, and the arts employ 21,000 people city-wide. A vibrant arts cluster distinguishes our downtown, and attracts creative employees who, as every city knows, comprise an important component of future economic success.

Our vibrant arts scene provides a lively nightlife, a great restaurant scene and helps to support and attract residents, tourists and conventions. It is a key part of our economic development strategy.

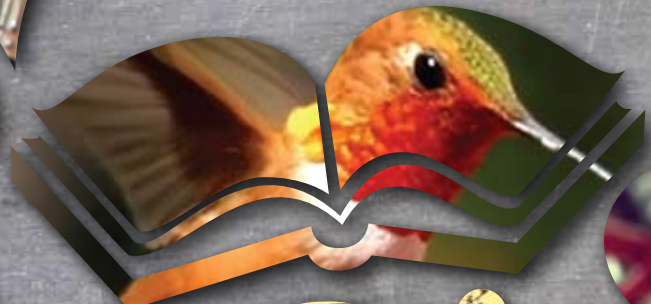
Business people are interested in best practices and in getting a return on investment—and that's how we approached the issue of homeless alcoholics in downtown Seattle. We supported the Downtown Emergency Center and Plymouth Housing in developing innovative downtown housing for chronic alcoholics. Since these projects have opened, they've become national models, saved millions of dollars by keeping chronic alcoholics from needlessly cycling through our health and justice systems, and demonstrated that the downtown business community can play an important role in partnering on innovative approaches to our most important social service issues.

Whether the issue is sustaining jobs, enhancing our urban environment, supporting the arts or creating innovative approaches to social service issues, each plays an important role in our approach to economic and community development, helping us maintain a healthy, vibrant urban core.

Kate Joncas has been president of the Downtown Seattle Association since 1994. She was previously a senior program associate with the National Main Street Center in Washington, D.C., where she worked with more than 100 downtowns and commercial districts around the United States.



Social Studies	
History	A
Art	A A A A
Physical Education	B B
Music - Vocal	B A A A
Instrumental	
A - Excellent B - Good C - Satisfactory D - Poor F - Failing	
PERSONAL GROWTH AND DEVELOPMENT	
NOV	DEC





EDUCATION

In our region, some students get a great education—but others don't. There is tremendous disparity in the quality of education offered in our schools, affecting both individuals and the community at large.

To provide every child with an excellent education, we need to increase support for high-quality public schools, involve families and communities in student achievement and give children the skills they need to succeed in school and life.

EDUCATION WILL DETERMINE THE FUTURE OF OUR REGION



Providing every child with a high-quality education is among our primary and most important responsibilities. Educational attainment is perhaps the most powerful factor in determining whether children will reach their full potential as healthy, self-sufficient adults.

Education is also a critical determinant in the ongoing viability of our state. A strong economic future for our region requires an internationally competitive education system capable of preparing workers for a diverse range of jobs in our knowledge-based economy.

ers struggle in low-performing schools with inadequate resources, and high teacher and principal turnover rates.

The failure to provide every child with an excellent education takes a toll on both the personal and community levels. Without a good education, children are unlikely to achieve their full potential. Many will drop out of school, resulting in lowered earnings and higher societal costs—high school dropouts are more likely to be unemployed, be single parents, have poor health, depend on public assistance and live in poverty.

Statistics point to our state's educational shortcomings. In King County, only 71 percent of students—and less than 50 percent of black and Latino students—graduate from high school with their peers, according to the Washington State Office of Superintendent of Public Instruction.

With a large urban district, as well as suburban and rural districts that serve increasing numbers of high-need kids, King County reflects statewide challenges. One-third of Washington's adult population has only a high school diploma

To realize that vision, we must support quality schools at the systemic level and student success at the individual level. Students need a seamless continuum of support at all stages of their education, from pre-kindergarten through high school and college.

But the quality of education in Washington's public schools varies dramatically, with some students receiving an excellent education in high-achieving schools bolstered by abundant resources and community support while oth-

9 IN 10

King County residents say at least some college or vocational training is necessary to be successful in today's world.

SURVEY CONDUCTED BY ELWAY RESEARCH, INC. IN DEC. 2008



or less, and the state's younger working-age population is less educated than its older workers. Those differences have led to heightened economic and social disparities.

The failure to provide a quality education for all students creates a divide between the haves and the have-nots, between the families who

High school dropouts are more likely to be unemployed, have poor health and live in poverty.

can buy homes, send their children to college and afford a comfortable lifestyle, and those who cannot.

It also jeopardizes Washington's ability to compete in a global marketplace. Washington leads the nation in jobs for people with degrees in science and

engineering but ranks 38th nationally in the number of students graduating with those degrees. Nearly one-quarter of Washington employers report difficulty finding qualified applicants with job-specific skills.

Investing in education is critical for the future of our children and our state. Securing our state's economic future and addressing disparities require us to strengthen Washington's educational system to ensure it provides an excellent education for every child.

Education also has an inherent value that can't be measured in test scores or earning potential. Education for the sake of education, for the pure joy of learning, is a worthy pursuit regardless of the outcome. It makes us richer as individuals and as a society. ■



TEACH SKILLS FOR SUCCESS IN LIFE, COLLEGE AND CAREER

Today's young people need more than academics to succeed.

They also need the personal skills that will help them make informed choices, prepare for post-secondary education and transition into adulthood.

Donors have opportunities to contribute directly to the growth of young people by supporting programs that give them those skills and help them develop into productive citizens.

Programs that focus on career planning and personal development help young people navigate the path to a successful life in college and beyond. By supporting efforts to expose children to a range of career possibilities, whether through field trips or internships, summer jobs or community service, donors give young people opportunities to identify their passions and acquire practical skills.

Young people need to develop the life skills employers want, from solving problems proactively to working effectively in groups. Funding for academic development programs that stress creative problem-solving, communication skills and teamwork helps young people build valuable skills that can be used throughout their lives. The new Technology Access Foundation Academy in Federal Way is doing this work during the school day through a rigorous science, technology, engineering and math (STEM) curriculum. The Seattle Debate Foundation runs after-school debate leagues that foster literacy and empowerment among urban youth.

The road to college and a career can be especially difficult for students who lack family support and guidance. First-generation or low-income college students, for example, may find

SKILLS FOR SUCCESS (CONT.)



the college application process daunting or get little encouragement to pursue an education after high school. Philanthropy can improve those students' chances of success by funding initiatives such as College Access Now, which helps promising young people prepare for college. Participants are economically disadvantaged, the first in their families to go to college, and show motivation for higher education.

Since not all young people will attend a four-year college, there is a need for alternate options that accommodate a variety of abilities and interests. By supporting high school skill centers and vocational programs at local community and technical colleges, donors facilitate a range of educational pathways that equip students with the skills to secure family-wage jobs.

For young people who have dropped out of school, the path to financial independence is filled with obstacles. Community-based programs that reconnect those young people with school, job training and financial literacy programs—which teach them about managing money—are critical to help them get back on track. By supporting programs such as employment training for homeless youth at YouthCare, donors help young people gain stability and increase their chances of success.

Children need a holistic education in order to become healthy, contributing adults in our community. Providing them with life skills training and a range of options for furthering their education benefits not just the individual, but society overall. ■

MENTORING LEADS STUDENT TO COLLEGE

Before meeting her mentor, Naomi Nelson wasn't sure she would graduate from high school, let alone attend college.

Then she heard about a program offered by Treehouse for Kids, a Seattle nonprofit serving foster children. Coaching-to-College pairs foster children with volunteer mentors who help them identify and pursue their educational goals. Nelson was matched with a mentor named Christa, whose enthusiasm was infectious.

"She seemed like a cheerleader to me," recalled Nelson, 18. "I was like, 'Okay, she's enthusiastic about this. I'll be enthusiastic too.'"

The pair began meeting regularly, discussing college options and touring campuses together. Nelson set her sights on Western Washington University and was accepted. She hasn't decided on a major, but is clear on one point—her mentor was instrumental in setting her on the path to college.

"Everything I know about college I learned from working with my mentor," Nelson said.



LYNN RYDER GROSS
DONOR STORY

For Lynn Ryder Gross, the rewards of being a donor can come in many forms, including a group of high school kids.

Visiting a class of students participating in an addiction prevention initiative she helped fund, Ryder Gross was struck by what she saw. "Their engagement and their liveliness was just very gratifying," she said.

Ryder Gross sees education as the underpinning of a successful society. "If we don't have it, we're not going to progress," she said. "So for me, it's almost a civic obligation to support it."

Though she has supported educational efforts for decades, Ryder Gross credits The Seattle Foundation for broadening

her perspective beyond traditional approaches to include efforts such as school and community collaborations.

Ryder Gross has participated in Foundation committees and forums, and said the interaction with other donors and Foundation staff has deepened her knowledge about how philanthropy can be most effective.

"I believe that The Seattle Foundation staff and executive members are some of the best in the country," she said. "They know what they're doing and they do an excellent job."

INVOLVE FAMILIES AND COMMUNITIES IN STUDENT ACHIEVEMENT AND ASPIRATIONS



Schools throughout King County face enormous challenges. In an era of dwindling funding, they must meet academic standards and serve the needs of an increasingly diverse student population.

Though teachers and schools play a critical role in educating children, they can't be expected to do it alone. Research from the Brookings Institution and other organizations shows that involvement by parents, families and communities in children's education leads to better academic performance and improved schools. It creates more motivated students, encourages higher educational aspirations and helps children reach their full potential.

The need for parent involvement in a child's education doesn't start or end on the first day of kindergarten. It begins at birth and continues throughout that child's formal education.

Experts estimate that more than half of Washington children enter kindergarten without the emotional, social and intellectual skills they need to learn. This preparedness gap is particularly evident in low-income and non-English-speaking households. After falling behind so early, kids have great difficulty catching up with their peers, and the gap may only widen. Research shows that the first five years of life are critical to lifelong success.

By supporting quality early learning programs, donors can help ensure children are ready to learn when they walk through the classroom door for the first time.

Parents are our children's first teachers. By participating in school events or parent-teacher associations, parents stay involved, strengthen schools and model the importance of school—all of which gives their children a better chance at success. Unfortunately, parents from immigrant or minority communities often struggle to participate in this way due to language, cultural and economic barriers. Philanthropy can help these parents overcome such obstacles by funding programs that make it easier for parents to understand and navigate the system.

Community schools are one approach to bringing together a variety of nonprofit, government and community partners to address the needs of youth, families and communities during and beyond the school day. Using public school buildings as a hub, community schools integrate education, social and health services, and youth development programs to offer a range of services for children and adults. The Community Schools Collaboration, for example, works with schools and partners to individualize this integrated focus for students and families in the Tukwila and Highline school districts. Funding for these efforts—such as tutoring, mentoring and health programs—can help boost student achievement in high-need schools.

NEW FUTURES CLEARS OBSTACLES

For many parents, computers are a valuable tool for managing their children's education—for emailing teachers, learning about school events and even monitoring grades and attendance.

But 90 percent of parents served by the nonprofit New Futures don't have computers at home and even more of them are recent immigrants or refugees who struggle with language barriers. For those parents, getting involved in their children's education is a daunting notion.

So New Futures, which provides a broad range of services to children and families in four low-income apartment complexes in South King County, began offering basic computer classes for parents to help them connect with their children's schools.

The organization also brings school representatives in to meet with parents and provides family advocates who accompany parents to school meetings and help them contact teachers when needed.

"For a child to be successful, the child needs the support of a family and a community," said New Futures Executive Director Karma Kreizenbeck. "We're facilitating and empowering parents to be involved in the process and engaged with schools."

INVOLVE FAMILIES & COMMUNITIES (CONT.)



Even as children grow older, family and community support remains important to their academic success. Dropout prevention programs keep kids engaged, monitor academic success and assign help to students as needed. These programs focus on critical transition points, beginning with the move to middle school, while other programs excite students by

connecting learning to the real world. Funding for efforts like these helps to reduce dropout rates by exposing kids to aptitudes and subjects they might otherwise not explore.

For instance, Seattle SCORES combines soccer and poetry to build literacy and leadership skills, while Explorations in Math uses games, hands-on learning and family math nights to build a math culture in elementary schools. Support for such programs can help increase students' engagement in their own education and enable them to see their potential as future college students, professionals and community leaders.

Children are our community's future. By supporting initiatives that involve parents, families and communities in children's education, we can collectively help young people achieve their potential and pursue their dreams. ■

INCREASE SUPPORT FOR HIGH-QUALITY PUBLIC SCHOOLS

For some children, quality of education is largely a matter of geography.

One child might live in an area with a high-achieving, excellent neighborhood school, while another child's neighborhood school is plagued with high teacher turnover and low student achievement. Ensuring that every child has access to an excellent education

requires a commitment to create or maintain high-quality schools in every neighborhood.

Efforts to improve education can focus on teachers, a classroom, a school or an entire district. Research by academic testing expert William Sanders and others shows that teacher effectiveness is the single most important in-school factor affecting student learning. Good teachers can narrow or close achievement gaps



SCHOOL FOUNDATIONS BRIDGE THE GAP

In districts around King County, school foundations play an important role in bridging the gap between government funding and what is needed to help students excel. They provide funds for a wide range of initiatives, from teacher training to after-school reading and math clubs, from scholarships to book purchases.

The **BELLEVUE SCHOOLS FOUNDATION** provides money for new teachers to buy classroom materials, funds programs tailored to individual schools to help struggling students, and gives grants for music programs throughout the district, among other initiatives.

The **ALLIANCE FOR EDUCATION** supports Seattle Public Schools through investments in initiatives related to college readiness, community engagement, school board and staff development, and data assessment. An Alliance task force works with district leaders to identify funding priorities.

The **HIGHLINE SCHOOLS FOUNDATION** supports students in Burien, Des Moines, Normandy Park, SeaTac and White Center with academic achievement, classroom enrichment, arts experiences and college scholarships.

between white students and students of color; conversely, at-risk students usually fall further behind when placed with ineffective teachers.

Donors can support efforts to build a more effective teaching corps by funding school foundations or nonprofits that help districts provide principal and teacher training or ongoing support such as peer mentoring. Such efforts foster high-quality schools where teachers are supported and motivated to help at-risk students achieve.

Donors can also opt to focus their support on an individual school, providing funding so teachers can meet to share student progress, best practices and expertise. This can be done through PTSAs, schools or Web-based national services like DonorsChoose.org, which connects public school classrooms in need with donors who can provide materials and learning experiences.

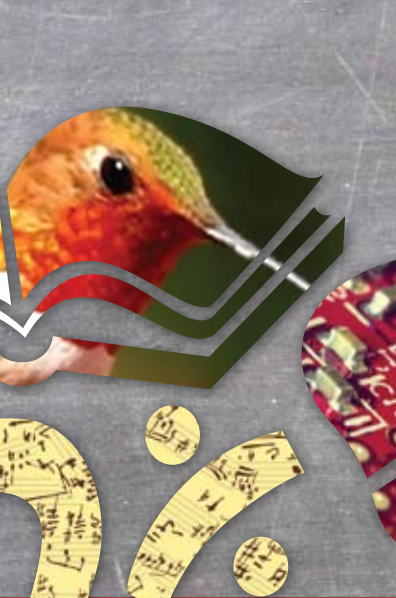
But many of our education system's problems must be addressed at the district level. Most school districts are already hard-pressed to maintain ongoing operations, let alone fund systemwide improvements such as data

systems, strategic planning and non-academic student support. Given those ongoing funding challenges, donors can provide valuable support to foundations that are working to strengthen school districts through a variety of initiatives, from purchasing books and musical instruments to improving data systems that track student progress and outcomes.

A public school system that provides a high-quality education to some and allows others to struggle is unacceptable.

Other fundable organizations focus on an even larger picture, mobilizing public support for statewide reform through education and advocacy efforts. The League of Education Voters Foundation, for example, focuses on school improvement efforts statewide and works to increase awareness, provide information, and mobilize parents, students, educators and community leaders around reform priorities.

A public school system that provides a high-quality education to some students and allows others to struggle in low-performing schools is unacceptable. By providing the support and resources needed to address educational disparities, we can ensure a high-quality education for all students, regardless of where they live. ■



HOW YOU CAN HELP

If involving families and communities in boosting student achievement and aspirations, teaching life skills for success in college and career or increasing support for high-quality public schools is what you are passionate about, then consider making a contribution to The Seattle Foundation's Healthy Community Fund for Education. This fund supports the most effective King County organizations working toward these goals and strategies, plus other promising initiatives identified by the Foundation's knowledgeable staff. And because your gift will be combined with those of other donors and the Foundation's assets, you know it will achieve the greatest possible impact.

For more information about how you can give effectively, contact us at (206) 622-2294 or www.seattlefoundation.org.

THE FOLLOWING PEOPLE GENEROUSLY CONTRIBUTED THEIR THOUGHTFUL EXPERTISE TO THE DEVELOPMENT OF THIS CHAPTER:

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KEY STRATEGIES

TEACH SKILLS FOR SUCCESS IN LIFE, COLLEGE AND CAREER

- Support programs that provide high-quality career and technical education
- Support youth development programs that teach communication and problem-solving
- Offer age-appropriate career planning and exploration programs, beginning in elementary school
- Fund organizations that teach students financial literacy
- Fund support systems for first-generation, low-income college students
- Reconnect dropouts to school and employment via alternative education programs

EXAMPLE ORGANIZATIONS

College Access Now
Friends of the Children of King County
Girl Scouts of Western Washington
Rainier Scholars
Seattle Debate Foundation
Technology Access Foundation

INVOLVE FAMILIES AND COMMUNITIES IN STUDENT ACHIEVEMENT AND ASPIRATIONS

- Support programs that fully integrate on-site services of school districts and nonprofit organizations
- Support tutoring and mentoring programs
- Provide funding to increase access, affordability and quality of early learning
- Support dropout prevention at critical transition points
- Support programs that engage children about learning and their future
- Help immigrant parents navigate the school system and engage in their children's education

EXAMPLE ORGANIZATIONS

Explorations in Math
Jumpstart for Young Children, Western Region
New Futures
Powerful Schools
Seattle MESA
Team Read

INCREASE SUPPORT FOR HIGH-QUALITY PUBLIC SCHOOLS

- Mobilize public will through community dialogue and advocacy
- Offer professional training and retention programs for educators around the needs of low-performing schools
- Support school foundations working to increase quality and accountability through better data collection
- Support research that informs best practices in teaching, school leadership and curriculum

EXAMPLE ORGANIZATIONS

Alliance for Education
Highline Schools Foundation
League of Education Voters
Partnership for Learning

JOHN STANTON

INVESTING IN A DIVERSE, WELL-EDUCATED WORKFORCE

The Puget Sound area has suffered from a lack of prepared, capable and creative employees, which shortchanges our work force and families. Our education policies and systems are simply not producing the work force we need both for today and tomorrow.

With a quarter of King County youth dropping out of high school and only 57 percent of high school graduates in the state attending college in their first year after graduation, only about 40 percent of our students are attending college. And the rates of college enrollment for Hispanic, Native American and African-American students are much lower.

The business community obviously has a vested interest in building a well-educated, competitive work force. But all of us depend on a strong economy that provides well-paid jobs that allow families to live well and give back to their communities. We need to attract and keep large employers—and they need to know they can find talented workers here. And that brings us back to education.

Many business leaders share my desire to get at the root of the education shortfalls that leave many companies unable to hire the qualified workers they need. When we looked at which students struggle most in school and are least likely to graduate from high school and go on to college, we found that the troubling achievement gap for students with lower socioeconomic status, children of color, and children whose home

language is other than English is largely attributable to a preparedness gap upon entering kindergarten.

Unfortunately our community's school readiness situation is distressing: 75 percent of children from our lowest-income families are not school-ready and only 50 percent of



all children in the state are ready for kindergarten. A misconception exists that a child who starts school behind will be able to catch up within a year or two. Research proves otherwise.

Unless we can close the school preparedness gap, our K-12 and higher education systems alone will never overcome some of the factors that are depriving our economy of the work force we need both for today and tomorrow. We must offer a hand up to children likely to enter school with the largest preparedness gap. Many business leaders have drawn the following conclusions, based on rigorous research on the development of children's brains and robust studies of early learning programs and the development of human potential:

- Early learning programs are a cost-effective approach to improving school readiness and achievement,

graduation rates, work force preparedness, job productivity and community engagement.

- For seriously disadvantaged children, later investments cannot bring children to the level of social and economic performance attainable from well-targeted early investments.
- Real internal rates of return on early education programs range from about seven percent to more than 16 percent annually.

Demographic trends in our area show a growing number of children living in poverty as well as a growing number of children of color. We must all get smarter about helping all children reach the school starting line ready to succeed. Our education and economic systems cannot be strong if we leave behind a large proportion of our future work force and community leaders.

Business leaders and philanthropists in King County are investing in high-payoff early learning strategies. It is neither right nor sensible for the future of business, innovation, education and employment to fail to invest in all children.

John Stanton is co-founder and partner at Trilogy Equity Partners. Previously he was the CEO and chairman at Western Wireless Corp. He is the chair of Washington Roundtable and a board member of Whitman College and Thrive by Five.

ARTS & CULTURE

In our community, 88 percent of King County residents say arts and cultural experiences are important to them personally. The arts generate jobs and business, and make critical contributions to the quality of life in King County.

Still, artists and cultural groups need support to secure space to live and work, provide arts education to our children and make sure that everyone in our region has the chance to enrich their lives through the arts.





A VIBRANT ARTS COMMUNITY STRENGTHENS OUR REGION

The health of the arts in our region depends on the vitality of arts groups large and small, on artists and audiences of all types, in all media, in every neighborhood. Together these combine to create a kind of arts ecology, a natural system that needs balance to thrive.



9 IN 10
King County residents
agree all kids should
have access to a high-
quality arts education.

SURVEY CONDUCTED BY ELWAY
RESEARCH, INC. IN DEC. 2008

Whether in school and neighborhood classes, downtown and community theaters, giant festivals and tiny performances, arts and culture surround us, adding richness and color to our days, complexity to our thought and vibrancy to our civic life. They are neither a luxury nor a bonus, but a critical component of our community.

The arts contribute significantly to the appeal of our region, both in the lives of residents and in the region's economic development. Art and culture are big business here. In 2003, the arts in King County generated \$835 million in business activity, creating 23,000 jobs and \$383 million in labor income. Due to this business activity, state and local governments collected more than \$30 million in sales, business and occupation taxes.

The arts contribute to quality of life in our region in many ways. For instance, the impact of a jazz show in a vintage ballroom may stretch far beyond a single performance. One of the musicians brings his trumpet into elementary school classrooms for special learning projects. A biotech executive brings a visiting scientist to the show to give her a taste of the town and sweeten her recruitment offer. All



From the film *The Silvering Path*, a collaboration Butoh performer Haruko Nishimura (pictured), artist Mandy Greer and filmmaker Ian Lucero. Photo: Richard Nicol

around the ballroom, restaurants and shops flourish and neighborhood passersby enjoy vibrant streets.

Like so many King County companies, online retail giant Amazon explicitly highlights the region's arts community to attract new employees, citing our "seemingly endless array of museums, galleries and theaters." The "creative class"

In 2003, organizations and patrons spent \$835 million to create and attend performances, exhibitions and other programs; in the process they generated 23,000 jobs and \$383 million in labor income.

attracted here by the arts includes technology developers, graphic designers, scientists, media workers, professors and more—the very employee base that encourages businesses to start up and stay in our area.

To maintain this appeal, we must consistently cultivate new audiences and innovators. This cultivation begins with our children, who need arts woven into their young lives to help them achieve in school and develop creative thinking skills. Many studies report that the arts promote better physical health, mental health and social interactions in students as they grow into adulthood.

Unfortunately, funding for the arts has always been a challenge. School budgets leave less for arts education, arts organizations strain to find the support they need to serve our region's diverse audiences, and artists struggle to secure space where they can live and work.

These problems are among the most critical threats to our region's arts ecology today and all three present considerable opportunities for philanthropy. By addressing issues of arts education, community involvement and space, donors can ensure the future vibrancy of the arts and, by extension, of the entire region. ■



SUPPORT A CONTINUUM OF ARTS EDUCATION FOR STUDENTS

Nearly three-quarters of King County arts patrons say they were first exposed to art in elementary school, according to ArtsFund's 2004 report, "Economic Impact Study of Arts and Cultural Organizations." But to give students the maximum benefit of an arts education, learning opportunities in the arts need to continue all the way through graduation.

Introducing kids to art at an early age is essential to developing tomorrow's artists, audiences and creative, critical thinkers. And yet arts education has been shrinking in our region, depriving many children of the chance to experience and participate in the arts.

Donors can support strategic efforts by arts organizations, as well as school foundations and other nonprofits, to infuse arts into the school day, expose students from low-income communities to artistic experiences and strengthen effective partnerships between schools and arts organizations.

Donors can fund efforts to integrate arts content across curricula and throughout an entire school. When arts, like math, become a regular part of the school day, kids get the chance to learn in different ways and develop their creative and critical thinking skills. This "whole-school" approach requires school leadership to make arts integration a priority for all students.

ARTS EDUCATION (CONT.)



ART IMPROVES HEALTH

PHYSICAL BENEFITS FROM ARTS INVOLVEMENT:

better physical fitness overall, plus improvements for Parkinson's disease patients and reduced stress and improved performance for caregivers

COGNITIVE BENEFITS:

improved grades and SAT scores; better reading skills, math skills and capacity for creative thinking; greater ability to learn how to learn

SOCIAL BENEFITS:

greater sense of community identity, development of positive social attitudes and behaviors among at-risk youth

Arts Impact helps make this method possible by providing two-year, graduate-level training to elementary school teachers that pairs art with other disciplines. Students learning about symmetry in math, for instance, may approach the concept by learning about symmetry in dance or visual arts.

The Seattle Public Schools' new Southeast Education Initiative is using this approach with secondary school students. Through partnerships with Broadway Bound and Seattle Theatre Group, Rainier Beach High School students are immersed in many aspects of musical theater—instrumental and vocal music, acting, dance, technical theater, costuming—during the school day and in after-school and summer programs.

Donors can also address the disparities found in low-income communities where students may lack arts exposure by underwriting arts experiences in high need schools. They can also fund organizations that offer after-school arts programs in theaters, community centers and studios. Or, to further develop valuable partnerships among school districts and community arts organizations, donors can support nonprofits that are bringing the arts into schools, both during and after the school day.

By funding arts education programs and initiatives like these, donors are improving the overall quality of our children's education, encouraging young talent and fostering tomorrow's patrons of the arts. ■

FROM GIFTS OF THE MUSE, A 2004 RAND CORPORATION STUDY

Every artist and arts organization needs space—areas in which to live, create and present. And yet while artists contribute greatly to the character of our region, the appeal they create often pushes them out of the spaces where they work.

It's a familiar pattern. Artists locate affordable housing and studio space in a less well-off or industrial neighborhood. As artists congregate there, the neighborhood becomes more desirable, sparking new development, which

PRESERVE &

in turn makes the neighborhood less affordable for the artists, who are pushed to find new space elsewhere.

The list of spaces lost has grown long in recent years, particularly in the urban core. Seattle's Capitol Hill alone has seen the Odd Fellows Hall, Capitol Hill Arts Center and the COHO Building disappear, and other communities have been hard hit too. To make sure the arts continue to thrive in our region, our neighborhoods must include enough affordable arts space—or the vitality of those neighborhoods will surely fade.

Philanthropy has a role in helping nonprofits purchase or repurpose space that supports artists and their work. Charitable dollars can enable organizations to purchase property designed to promote artist live/work space. They can preserve performance space by repurposing existing community space, renovating venues or constructing new venues.



Artspace Projects' Tashiro Kaplan Building in downtown Seattle provides space for artists to create and display their work.

FULLY UTILIZE ARTS SPACE

Artspace Projects, for instance, is providing live/work space for artists in King County. In 2008, it completed its second Seattle property, the Artspace Hiawatha Lofts in the Jackson Place community. The building includes 61 work-and-live spaces for artists, as well as six retail storefronts for artist-related businesses.

In some cases, affordable space exists but isn't being fully utilized—places such as schools, libraries, community centers and major downtown venues like Benaroya Hall. Donors can help make better use of available space by supporting nonprofits with projects focused on sharing and repurposing existing buildings. Those places can help to grow the arts in our neighborhoods while giving the community a place to produce, share and participate in art.

In some cases, affordable space exists but isn't being fully utilized—places such as schools, libraries and community centers.

Some organizations take on capital projects to preserve and expand venues for performance, practice and administration—especially projects that locate lots of arts groups and artists in one place. These projects not only make it possible for arts groups to share space and expenses, they also fuel

collaborative programming and audience development. Kirkland Performance Center, for example, serves as an incubator for Eastside arts organizations by providing them space to perform.

Each of these approaches to maintaining and creating arts space provides our community with an opportunity to keep artists in our neighborhoods and creative vitality in our region. ■

ARTS FIND ROOM

THE VERA PROJECT (Vera) is a music-arts center run by and for youth. It engages participants in all levels of music production and community organizing to foster a participatory creative culture through popular music concerts, arts programs, experiential learning and volunteer opportunities for all ages.

Vera recently completed a \$1.8 million capital campaign and moved into a new space at Seattle Center. With capacity for 400 people, the space includes a performance space, art gallery, recording studio and screen printing studio.



JUDITH WHETZEL

DONOR STORY

For close to four decades Judith Whetzel has been an advocate for arts funding. She served on arts commissions and task forces, and for 14 years was the executive director of Patrons of Northwest Civic, Cultural and Charitable Organizations (PONCHO), which has given more than \$34 million to local arts organizations.

Whetzel sees support for the arts as critical, particularly during times of economic downturn. She subscribes to more than 15 Seattle arts organizations and is in particular an ardent supporter of the Seattle Opera.

"The arts are truly one of the most valuable assets in the city of Seattle and the Puget Sound region," she said. "They inspire, enrich, communicate, generate creativity and bring understanding and compassion to the human spirit."

Through The Seattle Foundation, Whetzel and her late husband started the Judith and Jonathan Whetzel Fund to support arts organizations in King County. The Foundation, Whetzel said, made it easy to give to multiple organizations annually.

"They handle the letters. They handle the details," she said. "It's all taken care of."

In a healthy community, everyone everywhere has the chance to experience and participate in the arts. The arts help us grow individually and connect as a community. They entertain us, enlighten us and open our minds to a world of new possibilities.

For all residents to enjoy this opportunity, arts groups of all kinds must reach increasingly diverse audiences with an enormous array of interests, preferences and tastes. And if they don't, they risk becoming irrelevant.

BROADEN COMMUNITY ENGAGEMENT

Donors can help arts and culture organizations stay relevant, grow their audiences and provide a meaningful experience—in traditional ways and by harnessing online and mobile technologies. To start, they can fund major arts institutions that are engaging the community by taking their programs into neighborhoods or by bringing people in to participate in classes, activities and performances at their home venues. Seattle Art Museum (SAM), for instance, reaches out to diverse communities by inviting a wide variety of musicians and DJs to perform at After Hours on select Thursday and Friday nights. SAM also hosts salons, classes and gallery talks for diverse groups at all three museum locations.

Beyond the downtown core, our community bursts with arts organizations rooted in neighborhoods and ethnic communities. Some of our region's most groundbreaking work lives and breathes in these groups, on the outskirts of traditional cultural centers, in places like the Central District, Columbia City and Federal Way.

By supporting these organizations, donors can help people experience the arts in many forms, both as artists and as audience members.



In doing so, they also help to preserve our region's ethnic cultures and our communities' unique character. In the eastern section of Bellevue, for instance, the Crossroads mall is a hub of community life for the city's growing immigrant population. That makes the mall an ideal location for the Ethnic Heritage Council's annual Cultural Crossroads Festival of music and dance.

In addition to supporting major arts institutions and community-based arts organizations, donors can also help sustain the individual artists and small arts groups that underpin our arts sector. Since many of these artists and their projects exist outside the traditional nonprofit model, donors can

support intermediary—or “umbrella”—nonprofits that provide support to a variety of artists, from fringe theater actors to individual writers or symphony musicians. Effective umbrella organizations not only provide access to philanthropic support, they also share their knowledge of best practices to improve infrastructure and offer professional development.

By funding arts groups of all shapes and sizes, donors can cultivate participation in everything from modern dance classes to pottery studios to museum-exhibit blogs—and in doing so support not only individual enrichment, but also community wide creative energy. ■

NONPROFIT SNAPSHOTS

4CULTURE funds local arts commissions, supports heritage arts groups and underwrites public arts projects such as the new Mount Si bridge featuring bronze work by sculptor Cris Bruch.

SIFF produces the Seattle International Film Festival, operates the SIFF Cinema art house at Seattle Center and produces FutureWave, a program that brings filmmakers into schools and shows youth-made movies.

WING LUKE ASIAN MUSEUM, the country's premier pan-Asian Pacific American museum, offers community space, community revitalization and school outreach.



HOW YOU CAN HELP

If broadening community engagement with the arts, supporting arts education in public schools or creating, preserving and utilizing arts space aligns with your philanthropic goals, The Seattle Foundation's Healthy Community Fund for Arts and Culture might interest you. This fund supports the most effective King County organizations working toward these goals and strategies, plus other promising initiatives identified by the Foundation's knowledgeable staff. And because your gift will be combined with those of other donors and the Foundation's assets, you know it will achieve the greatest possible impact.

For more information about how you can give effectively, contact us at (206) 622-2294 or www.seattlefoundation.org.

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Shannon Roach
Stephanie Ellis Smith
Beth Takekawa
Kris Tucker
Huong Vu
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KEY STRATEGIES

SUPPORT A CONTINUUM OF ARTS EDUCATION FOR STUDENTS

- Fund efforts to integrate arts content into a school's entire curriculum
- Fund arts experiences in schools serving predominately low-income students
- Support connections between school districts and arts organizations

EXAMPLE ORGANIZATIONS

Arts Corps
Coyote Central
Federal Way Symphony
Seattle Children's Theatre
Seattle Music Partners
Youth In Focus

PRESERVE AND FULLY UTILIZE ARTS SPACE

- Support organizations that offer space for artists to live, work and present
- Support efforts to utilize public spaces such as schools, libraries and community centers
- Preserve and expand arts space by contributing to capital projects designed to serve many artists at once

EXAMPLE ORGANIZATIONS

911 Media Arts
Artspace Projects
Kirkland Performance Center
Langston Hughes
Performing Arts Center
Richard Hugo House
Seattle Theatre Group

BROADEN COMMUNITY PARTICIPATION AND ENGAGEMENT

- Contribute to programs that build diverse audiences and encourage participation in the arts
- Fund grassroots initiatives operating outside of the traditional nonprofit structure
- Fund organizations that provide support for artists and smaller arts groups

EXAMPLE ORGANIZATIONS

Artist Trust
Central District Forum for Arts & Ideas
Seattle Art Museum
Velocity Dance Center
White River Valley Museum
Wing Luke Asian Museum

LAURA PENN

IMAGINING A BETTER WORLD

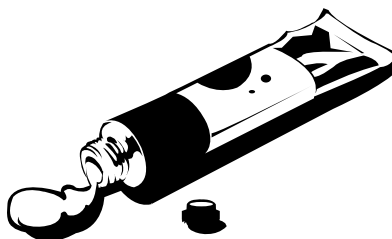
It is a time of exponential change, of seismic shifts in how we live, both locally and globally.

According to *Did You Know*, a recent video report issued by Karl Fisch, Scott McLeod and Jeff Brenman, in 2010 the top 10 jobs will be ones that didn't even exist in 2004. MySpace, if it were a country, would be the fifth largest country on the planet. There are more kids on the honor role in India than there are kids in the USA. China is about to become the largest English-speaking nation in the world. There are five times as many words in the English language today as there were when Shakespeare lived. According to recent U.S. census reports, there are more choreographers in the country than there are steelworkers. I recently read in *The New York Times* that there were more screens sold last year than there are people on the planet. There are 10 billion viewings on YouTube each month and the number is growing.

How do our communities adjust to this new world?

With nothing short of stellar schools—dynamic, rigorous, demanding and loving places where our children can learn skills for which we don't yet have words, for jobs that don't yet exist. With healthy bodies that give us the strength and resiliency needed

to navigate the road before us, compassionate support for the weakest of us and hope for all. We must have clean water, clean air and great food, parks and trees, shelter and roads. We need friends and neighbors, those who help us and whom we, in turn, are compelled to look after.



We exist in this new world with nothing short of a citizenry that demands reflection. A kind of thoughtfulness that considers the broadest view and the smallest detail. A capacity to explore the moral and ethical dilemmas that confront us today and that wait for us tomorrow.

Once, in Seattle, a couple of guys imagined a wired world—a computer in every home. Once, in Seattle, a family imagined that we could all fly. They were engineers and mathematicians. They were businessmen and draftsmen. They collaborated with designers, physicists and welders. They hired marketing professionals

and accountants. And they had within them, and required of those around them, the capacity to imagine, the ability to problem-solve and the intellectual muscle of critical thinking.

Just as we must have strong bodies, spirits and skills—our math and science, our grammar, our roofs—so must we be able to imagine a better world. And in imagining this better world we must have the tools to share our vision.

The arts, in a healthy and balanced ecosystem, allow us to see the future, celebrate today and honor the past. Our culture is our connective tissue. The arts can harness the transformative power of our talent and dreams. The arts sit in proud partnership with the elements of our healthy communities. With our culture, our sense of self, compassion and curiosity, we can solve the problems of today and look forward to the promises of tomorrow.

Laura Penn is the executive director of the Society of Stage Directors and Choreographers. She was managing director of the Tony award-winning Intiman Theatre from 1994 to 2008.



Healthy communities give people a sense of connection and a place to call home. But too many of them lack the housing, services and community activities that bring diverse people together.

Our region needs to cultivate appealing, livable neighborhoods by serving residents from all walks of life, using physical spaces to build community and uniting people with common interests or cultures.

NEIGHBORHOODS



& COMMUNITIES

EVEN AS COMMUNITIES SHIFT AND CHANGE, EVERYONE NEEDS TO BELONG



There is no singular King County. We are a region made of a remarkable array of neighborhoods and communities. Each one of them has a character all its own, an identity with unique challenges and appeal. These communities come in all shapes and sizes—some geographic, some cultural, some even virtual. And our lives revolve around them.

The neighborhoods we love are humming with life: Small businesses line neighborhood commercial districts and neighbors stop to chat at the farmers market. Children play in a park down the block and runners pass by at dusk with their dogs. People get together for birthdays and yard sales and soccer games. And everyone can belong.

King County
residents ages

18 TO 35

are least likely to feel
connected to a group
in their community.

SURVEY CONDUCTED BY ELWAY
RESEARCH, INC. IN DEC. 2008

In King County today, our communities are shifting by both choice and necessity. Sometimes a lack of affordable housing forces a family to leave their neighborhood. A couple moves to a downtown condominium after their kids leave home. A new immigrant comes to the region to establish a new life. Ongoing changes like these can make it difficult for residents and communities to connect.

Still, change is inevitable. Communities rewrite themselves constantly, becoming home to the people who live there. As that evolution happens, it's important for our neighborhoods to remain inclusive of everyone—no matter how long they've been there—and provide people with the shops, services, housing and community they need.

FOSTER CONNECTIONS WITHIN NON-GEOGRAPHIC COMMUNITIES

Our most vital neighborhoods offer a range of housing and are embedded with accessible services—the grocery store, the drugstore, the yoga studio, the coffee shop—that bring people together and give them a chance to interact. Social capital forms when people connect and become involved and invested in the community around them. When this happens, our region becomes more attractive and robust as a result.

Social capital forms when people connect and become involved and invested in the community around them.

In building strong communities where people can live, work and play, we depend on widespread participation in community decision-making. We support local businesses and encourage more community activity, thereby making our streets safer.

Most neighborhoods have libraries, firehouses, schools and parks that together provide a wide variety of services. Philanthropic support can enhance those services and make our neighborhoods more livable, attractive, diverse places where many kinds of communities can grow and sustain.

Through community, we decide how and who we want to be as a people. Our interactions ground us and shape not only each day, but also our shared future. ■



Here in King County, people often identify themselves with a geographic community—a neighborhood like Crown Hill, Hillman City, Top Hat or South Kent.

But many of our region's residents also belong to different sorts of communities based on interests, culture and any number of other things they have in common. These bonds help people feel connected, valued and secure.

Cultural festivals, online social networks, community councils—today there are many ways for people to stay connected and build community. Nonprofit organizations throughout our region are supporting community building and connections by creating opportunities for engagement and addressing the interests, needs and heritage of the people who live here. Philanthropy can contribute to these efforts to build community by supporting organizations that bring people together to address common interests and respond to emergency needs. From service organizations to quilting clubs, these activities benefit the entire community by building relationships and social capital.

Nonprofit organizations work in numerous ways to strengthen community connections. Some bring people together across common interests. For instance, CityClub connects citizens to issues affecting civic life and the Seattle Young People's Project provides space and organizes training for teens interested in creating social change. Through conferences, events and publications, the organization has helped young people speak out on issues that affect them like school curricula and legislation.

NON-GEOGRAPHIC COMMUNITIES (CONT.)

Other organizations work to connect people who share common backgrounds or experiences, such as the GLBT community which, according to census reports, comprises 12.9 percent of the Seattle population. To help people stay connected to their cultural heritage, donors can support programs dedicated to communities that share something in common, such as refugee or religious organizations.

The Arab Center of Washington, for example, organizes cooking classes, potlucks, book clubs and outings for 20- and 30-somethings to maintain their traditions and celebrate Arab culture. Likewise, the Duwamish Tribe's Longhouse provides the tribe with a space to conduct events and strengthen its Na-

tive culture. Such cultural, immigrant and religious organizations are important—offering positive social interaction for people who may otherwise feel isolated.

When we nurture the many communities within King County, we create powerful and diverse social capital that benefits the entire region. ■



IMMIGRANTS SUSTAIN CLOSE COMMUNITIES

Immigrants and refugees from Asia, Africa and Central and South America form tight-knit communities in King County, just as their European predecessors did in the last century.

Both Kent and Seattle have strong Somali communities, for example, and several agencies have arisen to meet their needs. Somali Community Services of Seattle offers outreach and education to youth, parents and seniors, in addition to housing assistance and cultural orientation.

The Refugee Women's Alliance reaches out to numerous ethnic communities through eight offices across the county that provide help with domestic violence and developmental disabilities, as well as many basic needs that arise for new immigrants.



RON SHER
DONOR STORY

In Ron Sher's view, a healthy community needs physical spaces for people to come together and interact.

Sher knows what he's talking about: The owner of Third Place Books in Lake Forest Park and Crossroads mall in Bellevue, he is a developer who's devoted considerable time and energy to creating community gathering spaces.

"If you have healthy communities where people come together and are respectful, those create the networks and they create the bridging social capital and they create healthier, more responsible communities," he said.

Through The Seattle Foundation, Sher supports organizations that

address basic needs, as well as those focused on land conservation and sustainability.

The latter help enable the type of communities Sher envisions—vibrant, diverse centers that foster civility through greater human interaction. As caring for each other grows, Sher believes, so does caring for the environment.

"I believe that in the long run, focusing on quality of life rather than quantity of possessions is important."



INCREASE VITALITY OF NEIGHBORHOODS

Vibrant neighborhoods offer everyone the opportunity to live, work and play. They bring together people from many backgrounds and cultures to create rich, open places where people can interact.

Energetic and integrated, these neighborhoods attract workers and families, underpinning our region's financial and social prosperity.

But not all communities are vibrant. Some lack affordable housing, services in the neighborhood commercial core or accessible community activities, such as farmers markets and walking trails. As we work to improve neighborhoods, all individuals in those communities should benefit—because too often neighborhood improvements have a negative impact on low-income residents. Our challenge as a region is to build neighborhoods with mixed-income housing and a strong commercial core, and provide opportunities for meaningful participation and leadership.

Around the region, effective nonprofit organizations are helping transform distressed neighborhoods into healthy and sustainable communities of choice and opportunity—

good places to live, work, do business and raise children.

Community Development Corporations (CDCs) play a critical role in supporting neighborhood development. CDCs work with neighborhood residents to strengthen communities. They create affordable housing and lead commercial revitalization efforts to develop an economic base that keeps neighborhoods vibrant, affordable and safe. The University of Maryland reports that CDCs nationwide generate an annual average of 86,000 housing units, nearly 9 million square feet of commercial space and 75,000 jobs. By supporting CDCs, donors support nonprofit developers with the best interests of the community in mind.

SouthEast Effective Development (SEED)—a CDC in the Rainier Valley—has improved community conditions in that area by working to maintain affordable housing and growing commercial activity. SEED recently spearheaded housing development for low- and moderate-income residents, seniors and disabled people through a combination of acquisition, rehabilitation and new construction projects. The projects, including the award-winning Rainier Court housing complex, also feature cultural and retail space.

NEIGHBORHOOD VITALITY (CONT.)

While CDCs focus on the physical development of neighborhoods, other nonprofit organizations focus on engaging a wider range of residents in planning. Often neighborhood planning involves only a limited number of people, typically homeowners and business owners. Nonprofits such as Puget Sound Sage work to include renters, people of color, new immigrants and seniors who typically do not participate due to barriers such as language and accessibility. Funding for these organizations helps give voice to more people and increases the shared ownership and benefits of our neighborhoods.

HEALTH BENEFITS OF A BUILT ENVIRONMENT

The built environments around us make an impact on our lives from the cradle to the grave. When schools are located in neighborhoods with safe walking or biking routes, children easily get exercise twice a day, to and from school. Walkable communities, with access to churches, stores, libraries and community centers, also keep seniors engaged and active in the world.

West Seattle's High Point neighborhood has been designed to offer these very benefits. Its four-mile Legacy Trail along Longfellow Creek passes by Westwood Village Shopping Center, a wheelchair-accessible garden and Chief Sealth High School, on a path studded with dozens of art installations and untold numbers of native plants.

Even with a diverse housing stock and engaged planning, there are other ways for donors to strengthen and energize neighborhoods. Through community projects—parks and community gardens, soccer fields, community festivals and public art—donors can support activities that give people a chance to engage with one another and ultimately increase the vitality of their neighborhoods.

Projects, planning and housing diversity all make our neighborhoods attractive places to live. With community support, a constellation of healthy neighborhoods makes our unique region more desirable. ■



USE NEW AND EXISTING SPACES TO BUILD COMMUNITY

Community “commons” can be all sorts of places—from parks to public art locations, coffee shops, trails and ball fields.

Not so long ago, these spaces had little competition for people’s time and attention. Before home theaters, the Internet and video games kept us inside our homes, communities gathered elsewhere to relax and talk about issues of the day. The old-fashioned pub—a shortening of the term “public house”—was a place where people could congregate and converse.

Community is built in those gathering spaces, in the safe, accessible places that attract us to our neighborhoods and draw us out of our homes to interact with one another.

We still need those shared spaces today. Whether creating new spaces or putting old spaces to good use, donors can support a variety of organizations and projects that are giving people a “third place”—somewhere other than work and home—where they can connect.

By funding organizations that develop and maintain active centers of community life—gardens, parks, community centers—we can make a neighborhood a more desirable place to live and, according to the Project for Public Spaces, encourage business investment, tourism, pedestrian safety, public health and numerous other benefits.

For example, Pomegranate Center works with rural and urban communities to create

common spaces and develop a stronger sense of identity. These projects reach beyond beautification to promote interaction and cohesion among residents. The Seattle Parks and Recreation Department hired Pomegranate to work with the South Park community to develop a plan for turning a lot on top of a landmark hill into a place for celebrations and play. Pomegranate also worked with the city of Duvall on its Main Street design.

Once built, it is also important to make good use of common spaces. Donors can fund organizations that provide community space to diverse groups hosting activities—from aikido classes to grief support, children’s arts and crafts to refugee community meetings. Organizations such as the Greater Maple Valley Community Center and the Phinney Neighborhood Association encourage connections among neighbors by housing activities and support services for people of all ages. Since opening the Phinney Center in a former elementary school in 1981, the association has become home to a preschool, farmers market, technology center, art gallery and more.

Our neighborhoods can also have a significant impact on our health. Healthy neighborhoods offer parks and other outdoor spaces for walking, biking, team sports and other recreation. These types of amenities not only encourage physical activity in a neighborhood, they also bring people together. In Seattle’s Madrona neighborhood, community members raised funds to make a neighborhood park safer and more welcoming. Donors can play a role in supporting this important aspect of neighborhood life. ■

NONPROFIT SNAPSHOT

KEXP Thanks to the Internet, new communities coalesce daily without regard to geographic boundaries. Seattle public radio station KEXP-FM has developed a fan community that is the envy of stations across the country.

Many supporters don’t simply listen to the station—they read its content-rich blog at kexp.org and comment on posts from DJs and other listeners. They vote on favorite CDs of the year. That online community can even circle back to reinforce geographic communities, as when neighborhoods compete to see which can contribute the most money to KEXP during pledge drives.



HOW YOU CAN HELP

If increasing vitality of neighborhoods, using new and existing physical spaces to build community or fostering connections among non-geographic communities is what you care about most, then consider making a contribution to The Seattle Foundation's Healthy Community Fund for Neighborhoods and Communities. This fund supports the most effective King County organizations working toward these goals and strategies, plus other promising initiatives identified by the Foundation's knowledgeable staff. And because your gift will be combined with those of other donors and the Foundation's assets, you know it will achieve the greatest possible impact.

For more information about how you can give effectively, contact us at (206) 622-2294 or www.seattlefoundation.org.

THE FOLLOWING PEOPLE GENEROUSLY CONTRIBUTED THEIR THOUGHTFUL EXPERTISE TO THE DEVELOPMENT OF THIS CHAPTER:

Don Armstrong
Stella Chao
Mary Ellen Cunningham
Ruth Dickey
Diane Douglas
Paul Fischburg
Carol Gregory
Audrey Haberman
James Kelly
Phyllis Gutierrez Kenney
Gil Kerlikowske
Eunice Letzing
Donna Lou
Stephanie Mapelli
Milenko Matanovic
Angela Powell
Tom Quigley
Ben Rankin
Tracy Record
Earl Richardson
Ronald Sher
Tom Tierney
Jeff Watling
Heyward Watson
David A. West
Alison Carl White
David Yeaworth

KEY STRATEGIES

INCREASE VITALITY OF NEIGHBORHOODS

- Support Community Development Corporations working to encourage small business development, commercial revitalization and job creation
- Support organizations providing housing for varying income levels
- Support community organizations that engage diverse residents in neighborhood planning
- Support organizations that increase and diversify neighborhood involvement

EXAMPLE ORGANIZATIONS

Allied Arts
Delridge Neighborhood Development Association
Impact Capital
Seattle Chinatown International District Preservation and Development
Southeast Effective Development
White Center Community Development Association

USE NEW AND EXISTING PHYSICAL SPACES TO BUILD COMMUNITY

- Support nonprofits that develop common spaces where people can connect
- Encourage and support the use of common spaces as a resource for diverse groups
- Support projects that promote outdoor neighborhood spaces for activities such as walking, biking and team sports

EXAMPLE ORGANIZATIONS

Boys & Girls Club
Duwamish Tribal Services
Greater Maple Valley Community Center
Phinney Neighborhood Association
Pomegranate Center
YMCA of Greater Seattle

FOSTER CONNECTIONS AMONG NON-GEOGRAPHIC COMMUNITIES

- Fund organizations that increase opportunities for people to connect based on their shared interests, needs and heritage
- Support organizations that address common interests and respond to emergency needs
- Support programs that give youth positive avenues to connect with adults and other youth
- Support programs that help connect people to their cultural heritage

EXAMPLE ORGANIZATIONS

One America
Pride Foundation
Safe Futures
Seattle Works
Seattle Young People's Project
Ukrainian Community Center of Washington

DAVID BREWSTER

CREATING A FEELING OF COMMON PURPOSE

In my later work life, I have focused on building up the “intellectual infrastructure” of this region. There’s no question about the market for this kind of stimulation, since Seattle has become a magnet for young people with high educational attainment, global curiosity, and (as singles, primarily) a desire to meet other folks and “learn in public.”

Seattle is now a very unusual city with respect to its demographic composition. A city that used to be populated by folks making a “last move,” meaning young families with a desire to put down roots and find a city good for raising kids, is now increasingly a city of the “first move,” meaning folks fresh out of college, drawn by good nightlife, and not necessarily intending to stay. Like San Francisco, Seattle is young, expensive and single. For instance, the city has the second highest (after Washington, D.C.) percentage of single-person households, and the second lowest (after San Francisco) percentage of children. It is also a city of newcomers, with 31 percent of the population having lived in Seattle five years or less. The change has been swift. In 1960, 71 percent of Seattle households were families, a figure that has since dropped to 44 percent.

This is a paradigm shift from the Seattle that used to be known as the most middle-class city in America. It has brought a creative surplus to the city, in the form of educated talent, philanthropic wealth and venture capital. The danger is that all this energy and ambition will remain

atomized and individualistic, lacking the public spaces (both physical and virtual) to create a feeling of common purpose and community.

One project that I started in 1998, Town Hall Seattle, may be a good example of new institutions to meet



these new demographic realities. It’s very eclectic in its programming, reflecting the wide-ranging curiosity and diversity of the new “creative class.” It’s mostly cheap, both in rental rates and ticket prices, encouraging people to drop in or take a chance on something outside their comfort grooves. It’s a moderately funky old building, which made it both spacious and inexpensive to fix up. In this, it exemplifies urbanist Jane Jacobs’ observation: “New ideas need old buildings.” It’s an idea and arts incubator, as well as a satisfyingly diverse, don’t-dress-up public space. Every city ought to have one, though few do.

As Seattle is adjusting from its family-demographic past (though its suburbs still resemble the demographics of most American suburbs), its cultural and civic institutions are experimenting with adaptive change. We have some

interesting physical opportunities in the next few years: a remodel of Seattle Center so that the grounds, not just the buildings, are an attraction; and creation of a dramatic open space and parkland along the central waterfront.

I must admit to some apprehension. Seattle just doesn’t do public spaces very well. Sometimes it’s too many voices at the planning table, as with Westlake Mall. Many patrons are fearful of giving a strong architect enough freedom to make a memorable space, not just a cautious jumble of too many things. Some outrun the city’s ability to keep them well maintained. Often they are sited in leftover space, with too little through-the-day life on the perimeter. And we are squeamish about keeping these places safe-feeling.

But mostly, our mixed record on public spaces reflects the challenge of reimagining the public realm at a time when the city is full of people from other places who are working at companies with a global reach. Where’s the commonality, where are the places for truly coming together and forging some common causes, not just creating more anger and division? Creating those spaces is a major challenge for cities like Seattle, which have changed quickly and lost a locally focused leadership class.

David Brewster is currently publisher and founder of *Crosscut.com*, a nonprofit website for news and analysis, and was founder of *Town Hall Seattle* and *Seattle Weekly*.

HEALTH & WELLNESS

In King County more than half of adults are overweight or obese, and the ranks of the uninsured, including children, are growing.

Improving health in our community means we must increase access to healthcare services, support healthcare reform and promote healthy lifestyles.





GOOD HEALTH IS ESSENTIAL TO LIVING A FULL AND PRODUCTIVE LIFE

In 2007,

15.9%

of King County residents said they had not participated in any physical activity in the last month.

COMMUNITIES COUNT, 2008

Good health makes a difference throughout our daily lives: at home, at work, shopping for groceries. People who are physically and mentally well are more involved, productive and empowered.

When members of our community enjoy good health, we all reap the benefits. Children who get out to play during the school day do better on tests. Adults who have access to healthy lifestyle choices use fewer sick days at work and drive down insurance costs. When people have time in their schedules for jogging or yard work or meditation, their reduced stress levels help us all breathe a bit easier.

But King County faces considerable health concerns and access to healthcare in our area continues to decline. Basic Health, Washington's healthcare coverage program, is contending with significant cutbacks in public funding—as are community clinics around the region. In 2007, 12.6 percent of adults in King County had no health insurance, according to *Communities Count*.

Despite the remarkable range of medical and healthcare resources in our area, many people who need care are not getting it, and our current economy exacerbates the problem. The uninsured are not only the unemployed; they are the underemployed and the self-employed—artists, contractors

and restaurant workers—who can't afford to buy insurance on their own.

While the cost of insurance is the greatest barrier to coverage, other obstacles can also get in the way of safe and effective healthcare: Language can make it hard for patients to communicate with their doctors or understand information about health programs and services. The hours and locations of doctors' offices can prevent people from getting to an appointment due to work or transportation limitations. As a result, they can wind up in the emergency room with a serious—and expensive—illness.

Not surprisingly, vulnerable populations—such as immigrants, low-income children, the homeless—have inequitable access to care. People of color suffer disproportionately from chronic illnesses and are less likely to have insurance coverage. In 2006, King County reported that African-American and American Indian/Alaska Native males had a life expectancy about eight years shorter than white males. And



according to *Communities Count*, someone living in a household that earns less than \$25,000 a year is 12 times more likely to be uninsured than someone living in a household that earns more than \$50,000 annually.

To foster health and wellness for people throughout our region, we must make sure that everyone has coverage and access to quality care. Nonprofits play a critical role in this by making care and coverage more accessible, not only for physical health but for mental and dental health, which can be just as challenging. Programs that visit the disabled at home or operate mobile dental centers in underserved neighborhoods can reach people outside the current health system and address disparities in care.

Of course, prevention is central to avoiding illness. Organizations that offer wellness and prevention programs also play key roles in fostering health.

By increasing access to healthcare, investing in prevention for underserved populations, and promoting opportunities for physical activity and healthy eating for everyone, donors have an opportunity to boost the health of many individuals and—in doing so—touch our region's families, neighborhoods and towns. ■



PROMOTE HEALTHY LIFESTYLES

Wellness is not born in a doctor's office. It comes from access to healthy

food and regular physical activity, enough sleep and productive outlets for stress relief. All of these are preventive measures for ensuring good health and well-being over the long run.

Yet the places we live, work and play do not always support healthy behaviors. Long work hours cut into time for physical fitness. Sedentary activities like playing video games, watching DVDs and surfing the Internet are more readily available than playing in the park, walking to school or bicycle commuting to work.

Low-income communities that lack parks, trails, sidewalks and healthy food options contribute to health disparities.

Donors can encourage healthful lifestyles by supporting programs that create opportunities for people to access good choices for their overall well-being. Programs that reach out to populations at high risk can help raise the wellness of the entire community.

The Austin Foundation provides fitness training, health education and nutrition awareness programs to youth in the greater Seattle area. Some programs meet during the school day, giving youth in alternative schools or at detention centers a chance to participate in





HEALTHY LIFESTYLES (CONT.)

physical education. Other programs meet after school, enhancing the offerings of community centers and public schools.

Creating opportunities for youth and adults to eat well, exercise and play outdoors and practice other healthy behaviors can support individual and community well-being. Some people need guidance on integrating physical activity into their daily routines. The YMCA of Greater Seattle provides opportunities for youth and adults to participate in health, fitness and social activities that support healthy lifestyles. Informal options, such as walking clubs that meet at work during lunch, make it possible for people to be active where they work.

But good food and physical activity are only part of the picture. People need specific information about ways to prevent substance abuse, relieve stress, ensure reproductive health and reduce childhood obesity.



PUBLIC BENEFITS OF REDUCING STRESS LEVEL

Our individual health not only improves our daily lives, but also our contributions to the community overall.

- Better relationships between partners and among family members
- Reduced absenteeism at work
- Improved sleep patterns
- Safer highways
- Decreased incidence of heart disease, headache, back problems
- Potential for decreased health insurance rates

Some communities experience higher rates of particular diseases: hypertension is especially prevalent among African-Americans; HIV infection is rising among gay men, and women and children of color, according to the Centers for Disease Control and Prevention; and Native Americans suffer most from many chronic diseases and have disproportionately high mortality rates. Targeting specific communities with programs that help prevent, screen for and manage chronic disease can help reduce risk in our region. The Seattle Indian Health Board provides support like this to the city's underserved urban Indians.

People who live in environments that support healthy choices are more energized, more productive, and experience less stress. Those benefits affect not only individuals, but those around them at home and at work. ■





INCREASE ACCESS TO HEALTHCARE SERVICES

High-quality medical, dental and mental healthcare should be accessible for everyone in our

community. Be it diabetes prevention or care for chronic asthma, these essential services help people stay healthy or become more active and productive.

But the barriers to healthcare access are many. For some people, access is hampered by high costs, cultural barriers and inconvenient hours of operation. Others fall prey to treatable illnesses because they can't afford or don't know how to access early diagnostic services.

Language barriers, discomfort or a lack of information can also keep people from receiving the services they need—particularly low-income families, immigrants and refugees, and lesbian, gay, bisexual or transgendered people. Entre Hermanos addresses these barriers with programs focused on the health and cultural needs of the Latino LGBTQ community. Donor support for organizations like Entre Hermanos can help reduce barriers to care and train providers to better serve marginalized communities.

Donors can help boost overall community health by supporting the wide range of nonprofit services that exist throughout the area. King County has a strong network of community health clinics—such as Odessa Brown Children's Clinic and Community Health Centers of North and East King County—that offer high-quality, low-cost healthcare services to the un- and underinsured. Clinics like these provide access to more affordable care, making it possible to treat more people with chronic health problems and earlier-stage illnesses.

To further reduce accessibility barriers, some nonprofits and community clinics provide services in schools, teen centers, adult care centers, houses of worship and other places people frequent. They also operate mobile health programs and a few also offer affordable dental care—which is often one of the first services to fall by the wayside when people find themselves without insurance. Among children, lack of dental care can lead to behavioral and learning issues, and tooth decay poses serious risks to a child's overall physical and emotional health. Among adults, routine dental care can prevent major oral

Nonprofits can reach more people who need care by providing services in places people already frequent.



HEALTHCARE SERVICES (CONT.)

surgery and even protect against heart attack and stroke. By funding organizations that operate dental care vans or dental clinics, donors can greatly increase access to dental care in low-income communities. Many community clinics also offer sliding scale fees for patients.

In addition to standard medical and dental care, everyone in our community also needs access to behavioral health treatment and prevention services. In recent years, public funding for substance abuse and mental illness has been reduced. But philanthropy can help to bridge the gap by funding groups that provide outreach, case management and other services to our most vulnerable neighbors: women, children, immigrants and refugees, seniors and the mentally ill.

By increasing access to community health clinics, dental care and behavioral health services, communities can ensure that residents get the routine healthcare they need to maintain active and productive lives. And when individuals are well and participating in the world around them, all our communities are healthier. ■

DENTAL VANS PROVIDE ACCESS

While many people complain about trips to the dentist, not having access to one is surely worse. People who need but cannot afford dental care must contend with excruciating pain that disrupts everything from the meals they eat to their ability to concentrate. Medical Teams International's Mobile Dental Program brings treatment to low-income, homeless and migrant communities in King County and throughout our region. Using offices set up in 38-foot converted Winnebagos, the program offers services that are free or low-cost and help people lead healthier, more productive lives.



STRENGTHEN THE

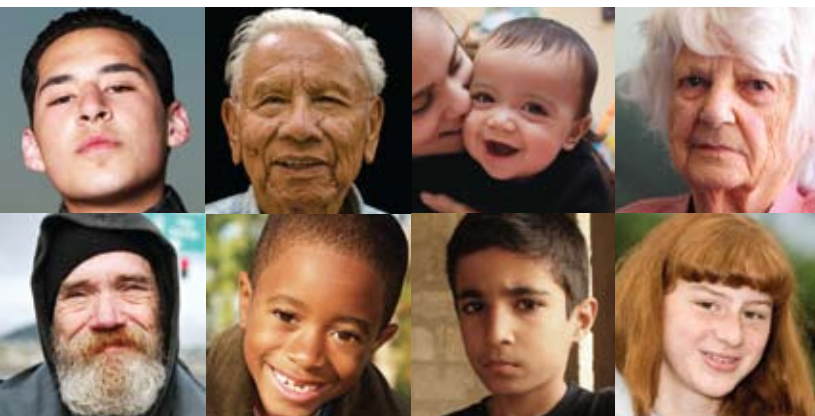
Healthcare reform has been on the American agenda for

decades. Here in Washington state, many people have been working on solutions for a long time. In 2001, voters passed a cigarette tax increase to help fund our state's Basic Health Plan, but healthcare remains a tough issue for the state legislature to fund and healthcare budgets have been cut considerably. The problems that plague our system are complicated.

While some people are shut out of our healthcare system due to cost, lack of coverage or a shortage of services, others simply don't understand what care is available to them or don't know how to navigate the healthcare system. And many are discouraged by the complex maneuvering that must be done to receive the care they need.

Private philanthropy can help address these systemic problems. Donors can fund organizations that help utilize and improve existing publicly funded insurance programs, advocate for underserved communities and increase support for healthcare reform.

To build support for healthcare reform, there are nonprofit organizations dedicated to educating and energizing the public about unequal access to care and cost disparities in the system. For example, CodeBlueNow! raises awareness about the need for healthcare reform, educates the public about the



HEALTHCARE SYSTEM

possibilities of a workable healthcare system and then encourages public action toward tangible change. The organization's Voters' Healthcare Platform draws from market research as well as grassroots public opinion data collected from more than 6,000 survey participants across the country.

Public insurance programs and other benefits are not always easy to access. Complex forms can be intimidating for those who have never before been in the healthcare system. Simplifying the programs, benefits and paperwork can go a long way toward connecting people with services, particularly in low-income communities.

While some people are shut out of our healthcare system due to cost ... others simply don't understand what care is available.

Fundable nonprofit organizations are doing this work. For example, WithinReach

operates a statewide call center with four toll-free hotlines, providing health information, eligibility screening and application assistance for multiple health and nutrition programs. Both the call center and WithinReach's website also

refer families to other local resources, such as community health centers, childcare referral agencies, family planning services and resources for children with special healthcare needs.

Together, education and outreach can galvanize people from the grassroots to the upper reaches of government to help reform our unsustainable and inequitable healthcare system. Along the way, people can ensure that existing programs are not only used, but improved. As broader health services improve, so will the health of individuals—and our communities. ■

KING COUNTY RESIDENTS LIVING WITHOUT HEALTH INSURANCE (2006)

Ages 18–64	12.8%
Ages 0–17	3%
African-American adults	27.5%
American Indian/ Alaska Native adults	23%
Asian adults	13.8%
Native Hawaiian/ Pacific Islander adults	18.6%
Hispanic/Latino adults	47.3%
White adults	10.9%

KING COUNTY ANNUAL
INDICATORS AND MEASURES



MEENA VASHEE DONOR STORY

Giving is an intensely personal endeavor for Meena Vashee.

Through The Seattle Foundation, Vashee provided a capacity-building grant to Chaya, a nonprofit dedicated to helping South Asian women who have experienced domestic violence and raising awareness around the issue.

Vashee, who emigrated from India to the U.S. in 1980, cares deeply about domestic violence. "It is very important to me to be engaged in the effort to ultimately end domestic violence," she said.

Vashee's grant to Chaya is earmarked for capacity building, a critical but often overlooked area of giving. Though Vashee knew where she wanted to target her support, she said The Seattle Foundation made it easy by handling the paperwork, arranging a meeting with Chaya's executive director and reporting on how her funding is being used.

Vashee plans to participate in more of the Foundation's educational offerings to increase her knowledge about focused giving, with a particular objective in mind.

"My goal is to work toward healthier relationships and safer communities, and to ensure that domestic violence does not become a part of our children's lives."



HOW YOU CAN HELP

If you care deeply about increasing access to healthcare, ensuring that everyone has basic health coverage, or promoting healthy lifestyles then The Seattle Foundation's Healthy Community Fund for Health and Wellness might match your philanthropic goals. This fund supports the most effective King County organizations working toward these goals and strategies, plus other promising initiatives identified by the Foundation's knowledgeable staff. And because your gift will be combined with those of other donors and the Foundation's assets, you know it will achieve the greatest possible impact.

For more information about how you can give effectively, contact us at (206) 622-2294 or www.seattlefoundation.org.

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THEIR THOUGHTFUL EXPERTISE
TO THE DEVELOPMENT OF
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KEY STRATEGIES

PROMOTE HEALTHY LIFESTYLES

- Support education programs that empower individuals to make healthier lifestyle choices
- Support programs focused on addressing health disparities or disproportionately affected populations

EXAMPLE ORGANIZATIONS

Austin Foundation
Cancer Lifeline
Kent Youth & Family Services
Mockingbird Society
Senior Services
Wonderland Developmental Center

INCREASE ACCESS TO HEALTHCARE SERVICES

- Fund efforts to increase access to community-based healthcare
- Fund expansion of dental clinics and mobile dental vans
- Support treatment for substance abuse, mental illness, developmental disabilities or surviving sexual assault and domestic violence

EXAMPLE ORGANIZATIONS

Bailey-Boushay House
Elderhealth
Neighborcare
Odessa Brown Children's Clinic
Open Arms Perinatal Services
Sound Mental Health

INCREASE UNDERSTANDING OF THE IMPORTANCE OF MAKING HEALTHCARE AVAILABLE FOR ALL

- Support organizations that promote healthcare reform through education and awareness
- Fund nonprofits working to address the needs of underserved communities
- Support efforts to help low-income people understand and use publicly funded insurance programs

EXAMPLE ORGANIZATIONS

Children's Alliance
CodeBlueNow!
King County Project Access
Northwest Health Law Advocates
Seattle Indian Health Board
Washington CAN

DR. DAVID FLEMING

ADDRESSING PUBLIC HEALTH IN THE 21ST CENTURY

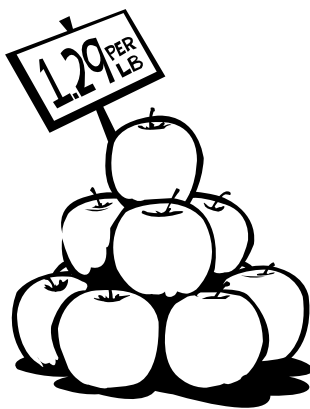
When you ask people what is most important to their happiness and well-being, health always comes out high on the list. Good health is one of our most fundamental values.

Over the last century, we have made remarkable gains in our health. In 1900, the average life span of a U.S. citizen was less than 45 years. Poor sanitation and communicable diseases such as tuberculosis were the leading causes of death. Then public health measures were introduced, including proper sanitation, clean drinking water, vaccinations to prevent illness, and medications to treat and control disease before it worsened or spread.

As a result, by 2008 our life span had nearly doubled, and over 75 percent of that increase is due to advancements in public health rather than medical care for illness. These are things that public health has learned to do relatively well, and that we need to continue doing to protect everyone.

But even as we enjoy the benefits of these gains, we face a new set of challenges. While life span is increasing, the number of years lived in illness is increasing at the same rate. Driving this problem are the threats that are killing us slowly and in proportionately greater numbers—tobacco use and obesity, for example. And the public is suffering from a weakened healthcare system, buckling under the pressures of higher demand, rising costs and uneven quality.

In the 21st century, our charge in the community is to address these emerging challenges, while continuing our work to protect against the leading threats of the past century. So, for example, Public



Health–Seattle & King County will continue to do restaurant inspections to ensure that your food is safe to eat. But we will go further by working to ensure that you have nutritional information readily available in that same restaurant so you can make the best decisions for your health.

We also must address the injustice of disease, injury and ill health that do not strike us all equally. For example, in King County an African-American baby is three times more likely to die in her first year than a white baby. We need to address the disturbing gaps in health outcomes within our county by tackling the underlying drivers, such as education and poverty.

These new challenges require that we do business differently. We should take advantage of the leading communications technologies, like GIS mapping and social networking tools, to understand our population's needs and provide people with information they can use. As reform of our healthcare system moves forward, we need to be engaged in developing solutions, such as through our work with the Puget Sound Health Alliance, to measure and improve the quality of healthcare. And it is time for us to cultivate new partnerships with schools, businesses and other organizations that can leverage our resources and fit within their existing work.

So will it cost us more to accomplish these goals? While it will be tough, actually, no. It is time that we recognize this investment for the dividends it will pay back many times over: healthier, more able, productive people with less need for expensive healthcare.

While many things in life are trade-offs, this is a win-win, where the economic benefits of investing in public health align with the growing human need for public health services. Investing in longer, healthier lives is a value that we can all get behind.

Dr. David Fleming is director and health officer of Public Health–Seattle & King County. Previously he directed the Bill & Melinda Gates Foundation's Global Health Strategies Program and served as deputy director of the Centers for Disease Control and Prevention.



GIVING STRATEGIES

AN INDEX OF RECOMMENDED PHILANTHROPIC APPROACHES

HELP MEET THE BASIC NEEDS OF RESIDENTS

Increase affordable housing p. 14

- Contribute to readily accessible funding pools nonprofits can access when property becomes available
- Support nonprofits working to keep housing affordable
- Support nonprofits working to engage landlords to provide housing for low-income and moderate-income families
- Support advocacy and public policy work to increase affordable housing

Increase access to nutritious food p. 16

- Support collaboration among food programs in order to better respond to hunger needs
- Provide funding to help food banks consistently offer nutritious food
- Support the availability of food for vulnerable residents
- Support free, culturally appropriate meal programs for children year-round
- Support efforts connect local farmers markets with immigrant growers, food banks and use of food stamps

Prevent homelessness p. 13

- Support programs that help prevent people from losing their homes
- Support organizations that transition people from homelessness by offering support services such as counseling, childcare and job training
- Support outreach and transitional housing for youth and young adults
- Support housing projects that include support services

PROTECT AND PROVIDE STEWARDSHIP FOR THE ENVIRONMENT

Improve the health of the Puget Sound p. 25

- Support organizations working to restore the Sound
- Support organizations that promote broad awareness about the condition of the Sound, the ramifications of inaction and advocate for the comprehensive environmental solutions required

Engage everyone in the preservation of our environment p. 26

- Support efforts that address environmental disparities, particularly in low income communities
- Fund collaborations that support diverse pathways to green economy careers
- Support efforts that develop, provide resources, information, etc. to advance green practices
- Fund organizations providing culturally appropriate education on individual carbon reduction
- Fund organizations that provide environmental education and service-learning projects

Ensure sustainability in our region p. 23

- Support campaigns highlighting connections between the region's environmental health, transportation and land-use planning
- Support programs addressing transportation and land-use planning as a regional approach
- Support organizations working on research, data gathering and community education around climate change policy

ENSURE A VIBRANT AND DIVERSE ECONOMY

Support education and training for low-income adults p. 35

- Support programs at community and technical colleges that prepare working students for careers in high-demand fields
- Support nonprofits that provide support services to low-income adults pursuing post-secondary education
- Support organizations that broker partnerships between industry and educational institutions to make training programs more accessible and affordable

Improve financial stability for individuals p. 36

- Support nonprofit organizations offering financial counseling and debt reduction programs to youth and low-income adults
- Support organizations offering matched savings accounts for low-income families
- Support organizations that help low-income individuals move toward first-time home ownership
- Fund public education campaigns that raise awareness of predatory lending, credit unions and financial options

Increase access to resources for underserved businesses p. 33

- Support community development financial institutions (CDFIs) who provide access to capital, technical assistance and lower rates to underserved businesses
- Support organizations that help low-income entrepreneurs start and run small businesses

Support culturally relevant small business support programs for immigrants/refugees

ESTABLISH QUALITY EDUCATION AND LEARNING OPPORTUNITIES FOR ALL AGES

Involve families and communities in student achievement and aspirations p. 45

- Support programs that fully integrate on-site services of school districts and nonprofit organizations
- Support tutoring and mentoring programs
- Support early learning efforts designed to reduce the preparation gap
- Support dropout prevention at critical transition points
- Support programs that engage kids about learning and their future
- Help immigrant parents navigate the school system and engage in their children's education

Teach skills for success in life, college and career p. 43

- Support programs that provide high quality career and technical education
- Support youth development programs that teach communication and problem-solving
- Offer age-appropriate career planning and exploration programs, beginning in elementary school
- Fund organizations that teach students financial literacy
- Fund support systems for first-generation, low-income college students
- Reconnect dropouts to school and employment via alternative education programs

Increase support for high-quality public schools p. 46

- Mobilize public will through community dialogue and advocacy
- Offer professional training and retention programs for educators around the needs of low-performing schools
- Support school foundations working to increase quality and accountability through better data collection
- Support research that informs best practices in teaching, school leadership and curriculum

PROVIDE BROAD ACCESS TO ARTS & CULTURE

Broaden community engagement p. 56

- Contribute to programs that build diverse audiences and encourage participation in the arts
- Fund grassroots initiatives operating outside of the traditional nonprofit structure
- Fund organizations that provide support for artists and smaller arts groups

Support a continuum of arts education for students p. 53

- Fund efforts to integrate arts content into a school's entire curriculum
- Fund arts experiences in schools serving predominately low-income students
- Support connections between school districts and arts organizations

Preserve & fully utilize arts space p. 54

- Support organizations that offer space for artists to live, work and present
- Support efforts to utilize public spaces such as schools, libraries and community centers
- Preserve and expand arts space by contributing to capital projects designed to serve many artists at once

FOSTER STRONG AND CONNECTED NEIGHBORHOODS AND COMMUNITIES

Increase vitality of neighborhoods p. 65

- Support Community Development Corporations working to encourage small business development, commercial revitalization and job creation
- Support organizations providing housing for varying income levels
- Support community organizations that engage diverse residents in neighborhood planning
- Support organizations that increase and diversify neighborhood involvement

Use new and existing spaces to build community p. 67

- Support nonprofits that develop common spaces where people can connect

- Encourage and support the use of common spaces as a resource for diverse groups
- Support projects that promote outdoor neighborhood spaces for activities such as walking, biking and team sports

Foster connections within non-geographic communities p. 63

- Fund organizations that increase opportunities for people to connect based on their shared interests, needs and heritage
- Support organizations that address common interests and respond to emergency needs
- Support programs that give youth positive avenues to connect with adults and other youth
- Support programs that help connect people to their cultural heritage

PROMOTE HEALTH & WELLNESS

Increase access to healthcare services p. 75

- Fund efforts to increase access to community-based healthcare
- Fund expansion of dental clinics and mobile dental vans
- Support treatment for substance abuse, mental illness, developmental disabilities or surviving sexual assault and domestic violence

Strengthen the healthcare system p. 76

- Support organizations that promote healthcare reform through education and awareness
- Fund nonprofits working to address the needs of underserved communities
- Support efforts to help low-income people understand and use publicly funded insurance programs

Promote healthy lifestyles p. 73

- Support education programs that empower individuals to make healthier lifestyle choices
- Support programs focused on address health disparities or disproportionately affected populations



METHODOLOGY

THE MAKING OF THE 2009 HEALTHY COMMUNITY REPORT

The giving strategies and recommendations in this report draw on information from dozens of sources and thousands of stakeholders.

Beginning in late 2007, The Seattle Foundation synthesized input from subject area experts, nonprofit staff, donors and other community leaders with a comprehensive collection of research and reports from academic institutions, public agencies and nonprofit organizations.

EXPERT INTERVIEWS

The Foundation conducted in-depth interviews with nearly 80 experts, practitioners and thought leaders in King County. From these conversations, staff culled overarching themes and major discussion topics to guide subsequent kitchen cabinet forums.

RESEARCH REVIEW Foundation staff reviewed a variety of research materials on best practices, needs and strategic solutions to community issues. Sources included research papers, articles, academic studies and special reports. Please see the Bibliography section for more information.

KITCHEN CABINETS FORUMS

In 2008, the Foundation convened a series of kitchen cabinet discussions with community experts and leaders to identify current trends and realities in King County. Each forum focused on a specific element of a healthy community and areas where that element could benefit most from strategic philanthropy.

TELEPHONE SURVEY In collaboration with Elway Research, Inc. and Pyramid Communications, The Seattle Foundation conducted a telephone survey of 400 adult residents of King County in Dec. 2008 to obtain a current snapshot of public opinion on the issues described in this report. Using random digit dialing, the survey has a margin of error of +/-4.5%, with higher margins for subgroups.

COMMUNITIES COUNT

King County's 2008 *Communities Count Report* is a collection of quantitative social, health, arts and environmental data across the region. *Communities Count* is a collaborative group of public and private organizations committed to providing accurate and timely reports on the conditions that matter to King County families and communities while stimulating improvements in those community conditions.

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ACKNOWLEDGEMENTS

**THANK YOU TO THE
FOLLOWING PEOPLE
AND ORGANIZATIONS
WHO MADE THIS
REPORT POSSIBLE.**

Kerrie Abb
WORKFIRST/YAKIMA VALLEY
COMMUNITY COLLEGE

Aaron Adelstein
MASTER BUILDERS ASSOCIATION

Don Armstrong
JEWISH FAMILY SERVICE OF SEATTLE

Willie Austin
THE AUSTIN FOUNDATION

Michael Avery
VALLEY CITIES COUNSELING
& CONSULTATION

Ash Awad
WASHINGTON CLEAN
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Sibyl Barnum
ARTS IMPACT PSED

John Berdes
SHOREBANK ENTERPRISE CASCADIA

Terry Bergeson
FORMER WASHINGTON
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PUBLIC INSTRUCTION

Bill Block
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Brian Bosworth
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David J. Burger
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Kevin Burrell
ENVIRONMENTAL COALITION
OF SOUTH SEATTLE

Mary Pat Byrne
STANDING OVATION,
CITY OF BELLEVUE

Carri Campbell
SEATTLE PUBLIC SCHOOLS

Geoffrey Canada
HARLEM CHILDREN'S ZONE, INC.

Stella Chao
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OF NEIGHBORHOODS

Jeff Chapman
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& POLICY CENTER

Christine R. Charbonneau
PLANNED PARENTHOOD OF
WESTERN WASHINGTON

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OF REPRESENTATIVES

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FORMERLY OF DUWAMISH RIVER
CLEANUP COALITION

Charles Cunniff
SEATTLE CLIMATE PARTNERSHIP

Mary Ellen Cunningham

Ruth Dickey
FORMERLY OF NEW FUTURES

Diane Douglas
CITYCLUB

Bob Drewel
PUGET SOUND REGIONAL COUNCIL

Steve Dubiel
EARTHCORPS

Dini Duclos
SOUTH KING COUNTY
MULTI-SERVICE CENTER

Alan T. Durning
SIGHTLINE INSTITUTE

Trish Millines Dziko
TECHNOLOGY ACCESS FOUNDATION

Charlie Earl
WASHINGTON STATE BOARD FOR
COMMUNITY & TECHNICAL COLLEGES

Andy Fife
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CITY OF SEATTLE OFFICE OF POLICY
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Pat Graney
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(SEATTLE CHANNEL)

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Melissa Heaton
FORMERLY OF PARTNERSHIP
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Gil Kerlikowske FORMER SEATTLE CHIEF OF POLICE	Fidelma McGinn ARTIST TRUST	Rep. Skip Priest WASHINGTON STATE HOUSE OF REPRESENTATIVES
Bill Kirlin-Hackett INTERFAITH TASK FORCE ON HOMELESSNESS	Tricia McKay MEDINA FOUNDATION	Tom Quigley
Martha Kongsgaard KONGSGAARD-GOLDMAN FOUNDATION	Paul Steven Miller UNIVERSITY OF WASHINGTON SCHOOL OF LAW	Ben Rankin PIONEER PROPERTY GROUP
	Steve Mullin WASHINGTON ROUNDTABLE	Tracy Record WEST SEATTLE BLOG
		Laura Rehrmann GROUP HEALTH FOUNDATION

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Art Sullivan
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Beth Takekawa
WING LUKE ASIAN MUSEUM

Jim Thomas
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Tom Tierney
SEATTLE HOUSING AUTHORITY

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COMMUNITY HEALTH CENTERS
OF KING COUNTY

Remy Trupin
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Huong Vu
THE PAUL G. ALLEN FAMILY
FOUNDATION

Maggie Walker
THE SEATTLE FOUNDATION BOARD

John Warner

Patricia Wasley
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Jeff Watling
KENT PARKS, RECREATION &
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David A. West
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Alison Carl White
SEATTLE WORKS

Deborah Wilds
COLLEGE SUCCESS FOUNDATION

Karen Wolf
KING COUNTY

Susan Wolking
GIRARD FOUNDATION

Barbara Wollner

David Yeaworth
ALLIED ARTS



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COLUMNS

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Tammy Vince Cruz, illustrations

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SPECIAL THANKS TO
PHYLLIS J. CAMPBELL

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THIS REPORT WAS MADE
POSSIBLE BY OUR DEDICATED
TEAM AT PYRAMID
COMMUNICATIONS:
EDITOR LEAH BALTUS,
DESIGNER SARAH BYLSMA;
AND SALLY BOCK, KATHA
DALTON, DEBORAH BACH,
CHRIS NELSON, JEN LEAHY
AND ERIN COMBS.

COLUMNISTS

DAVID BREWSTER
DAVID FLEMING
KATE JONCAS
VAN JONES
ERIC LIU
LAURA PENN
JOHN STANTON



THE BOEING COMPANY GENEROUSLY
DONATED IN-KIND PRINTING.



THE SEATTLE FOUNDATION

1200 FIFTH AVENUE, SUITE 1300

SEATTLE, WA 98101

(206) 622-2294

WWW.SEATTLEFOUNDATION.ORG